CBC RESEARCH

'SHOW FROM TWO CITIES'

THE REACTIONS OF ENGLISH- AND FRENCH-
SPEAKING CANADIANS TO A BILINGUAL,
BI-NETWORK TV PROGRAM

'SHOW FROM TWO CITIES'

THE REACTIONS OF ENGLISH- AND FRENCH-SPEAKING CANADIANS TO A BILINGUAL, BI-NETWORK TV PROGRAM

CBC RESEARCH
OTTAWA
JUNE 1964

C O N T E N T S

CONTENTS

I INTRODUCTION

This report summarizes the results of three audience surveys carried out in connection with the program, "A Show from Two Cities", telecast on the full CBC French and English networks on May 20th, 1964.

1. Background

This program was the fourth in a series of bilingual variety 'specials' broadcast simultaneously on the CBC English and French TV networks, using performers from both English and French Canada. Previous programs in this series were broadcast on Sunday November 17th from 9:00 to 10:00 p.m., on Christmas Day from 9:00 to 10:00 p.m., and on Sunday March 22nd between 8:00 and 9:00 p.m. This fourth program was broadcast on Wednesday May 20th from 8:30 to 9:30 p.m., pre-empting "Perry Mason" on the English network and "La Cite sans Voiles" on the French network. All times noted here are E.S.T. (Eastern Standard Times).

2. Purpose and Design of Research

The purpose of this study of the fourth and last program in this series, the May 20th show, was to obtain estimates of size and composition of the audience, certain data on the impact of the commercial messages within the program, and information on the reaction of the audience to the program as a whole, and to its component parts.

I. INTRODUCTION

This report summarizes the results of three audience surveys carried out in connection with the program, "A Show from Two Cities", telecast on the full CBC French and English networks on May 20th, 1964.

1. Background

This program was the fourth in a series of bilingual variety 'specials' broadcast simultaneously on the CBC English and French TV networks, using performers from both English and French Canada. Previous programs in this series were broadcast on Sunday November 17th from 9:00 to 10:00 p.m., on Christmas Day from 9:00 to 10:00 p.m., and on Sunday March 22nd between 8:00 and 9:00 p.m. This fourth program was broadcast on Wednesday May 20th from 8:30 to 9:30 p.m., pre-empting "Perry Mason" on the English network and "La Dite sans Voilas" on the French network. All times noted here are E.S.T. (Eastern Standard Time).

2. Purpose and Design of Research

The purpose of this study of the fourth and last program in this series, the May 20th show, was to obtain estimates of size and composition of the audience, certain data on the impact of the commercial messages within the program, and information on the reaction of the audience to the program as a whole, and to its component parts.

The first of these requirements was met by two surveys conducted to CBC Research specifications by Elliott-Haynes Ltd., using Elliott-Haynes own national urban telephone sample. The first of these, a coincidental telephone survey, provided estimates of the average audience tuned in during the duration of the program, in terms of homes and of individual viewers. A recall survey, conducted immediately after the conclusion of the program provided estimates of the accumulated audience throughout the program, in terms of homes, together with information on recall of the nature of the advertised product, and other items related to the advertising on the program.

Finally, in order to obtain information on the reactions to the program of those who had watched it, a questionnaire was predelivered to each male and female head of household in the International Surveys Limited Consumer Panel of Canada. This is a balanced sample of households, covering all of Canada (urban and rural), with the exception of Newfoundland and the Territories. Members of this panel were instructed not to open the envelope containing the questionnaires until May 21st - the day after the broadcast of the program. Thus, there was no attempt to force members of the sample to view the program and engage in 'duty viewing'. The rationale for this is obviously that duty viewers are likely to be unrepresentative of the actual audience.

Copies of the questionnaires used are attached as Appendix A. The effective sample sizes achieved in each of the three phases of this study are described in Appendix B.

II AUDIENCE SIZE AND COMPOSITION

The size of the audience to this May 20th presentation of "A Show from Two Cities" is summarized in TABLE 1. On average, about 24 per cent of the TV homes in Canada were tuned to this program. This represents just over a million TV homes. This was the average audience for the duration of the program. On a cumulative program basis, it is estimated that about 32 per cent of the TV homes in Canada were tuned to at least a part of this program. This is just short of one and a half million homes.

Audience size details are shown for English-language viewers in TABLE 2 and for the French-language viewers in TABLE 3. On average, the program was seen by 18 per cent of 'English' TV homes, and by 45 per cent of 'French' TV homes. Thus, in terms of relative audience size, the program fared much better in French Canada than it did in English Canada.

TABLE 4 shows estimates of the audience size in various parts of Canada, and TABLE 5 the composition of the audience, in terms of men, women, teenagers and children. In English Canada the program seems to have attracted women to a greater extent than men, but in French Canada the proportions of men and women in the audience seem about equal. In both areas there was an unusually high proportion

of teenagers in the audience - 11 per cent in the case of the English-speaking audience, 15 per cent in the case of French-speaking viewers.

TABLE 6 shows the response to a question asking viewers whether they had watched the whole show, or just part of it. The resulting ratio of 60 : 40 is about average for programs of this length. Note, however, that a higher proportion of French-speaking viewers (67 per cent) than English-speaking viewers (54 per cent) watched the whole program.

TABLE 1

SUMMARY OF SIZE OF AUDIENCE TO
"A SHOW FROM TWO CITIES"

Time/Network	Homes viewing "A Show From Two Cities"	
	Number (000)	Percent*
Average Audience 8:30 - 9:00		
CBC-English Network	646	14.2
CBC-French Network	442	9.7
Total	1088	23.9
Average Audience 9:00 - 9:30		
CBC-English Network	627	13.8
CBC-French Network	443	9.7
Total	1070	23.5
Average Audience 8:30 - 9:30		
CBC-English Network	637	14.0
CBC-French Network	442	9.7
Total	1079	23.7
Cumulative Audience 8:30 - 9:30		
Total	1461	32.0

* Percentages based on Elliott-Haynes estimate of 4,560,000 TV homes in Canada.

TABLE 2

AUDIENCE SIZE FOR "A SHOW FROM TWO CITIES"
ENGLISH CANADA

Time	Homes Using Television	Homes viewing "Show from Two Cities"		
		Number	Rating*	Share
	%	(000)	%	%
Average Audience 8:30 - 9:00				
Viewed CBC-E		609	17.2	37
Viewed CBC-F		14	.4	1
Total	46.6	623	17.6	38
Average Audience 9:00 - 9:30				
Viewed CBC-E		592	16.7	37
Viewed CBC-F		21	.6	1
Total	45.8	613	17.3	38
Average Audience 8:30 - 9:30				
Viewed CBC-E		600	17.0	37
Viewed CBC-F		18	.5	1
Total	46.2	618	17.5	38
Cumulative Audience 8:30 - 9:30				
Total	-	815	23.0	-

* Based on the Elliott-Haynes estimate of 3,542,000 'English' TV homes.

TABLE 3

AUDIENCE SIZE FOR "A SHOW FROM TWO CITIES"
FRENCH CANADA

Time	Homes Using Television	Homes viewing "Show from Two Cities"		
		Number	Rating*	Share
	%	(000)	%	%
Average Audience 8:30 - 9:00				
Viewed CBC-F		428	42.0	66
Viewed CBC-E		37	3.6	6
Total	63.3	465	45.6	72
Average Audience 9:00 - 9:30				
Viewed CBC-F		421	41.4	65
Viewed CBC-E		36	3.5	5
Total	64.2	457	44.9	70
Average Audience 8:30 - 9:30				
Viewed CBC-F		425	41.7	66
Viewed CBC-E		36	3.5	5
Total	63.8	461	45.2	71
Cumulative Audience 8:30 - 9:30				
Total	-	646	63.5	-

* Percentages based on Elliott-Haynes estimate of 1,018,000 TV homes in French Canada.

TABLE 4

AVERAGE AUDIENCE TO "A SHOW FROM TWO CITIES"
VARIOUS REGIONS OF CANADA

Region	Homes Using Television	Audience for "Show from Two Cities"	
		Rating *	Share
	%	%	%
Atlantic Provinces	52.5	38.7	74
Ontario & Quebec (English)	44.2	14.7	33
Quebec (French)	63.7	45.2	71
Prairie Provinces	42.8	12.4	29
British Columbia	55.1	19.5	35
'Captive Areas' (English)	58.0	54.2	93
'Competitive Areas' (English)	47.2	12.5	26
Montreal (English)	42.9	12.6	29
Montreal (French)	61.7	38.2	62
Toronto	41.2	6.3	15
Winnipeg	45.2	19.4	48
Vancouver	49.6	12.3	25

* Percentages based on Elliott-Haynes estimate of 4,560,000 TV homes in Canada.

TABLE 5

AGE-SEX COMPOSITION OF THE AUDIENCE TO
"A SHOW FROM TWO CITIES"

	Persons	Men		Women		Teenagers		Children	
	(000)	(000)	(%)	(000)	(%)	(000)	(%)	(000)	(%)
'English' Audience	1236	371	(30)	588	(48)	185	(15)	92	(7)
'French' Audience	1266	483	(38)	530	(42)	138	(11)	115	(9)
Audience to:									
CBC-English Network	1300	398	(31)	612	(47)	191	(15)	99	(7)
CBC-French Network	1202	456	(38)	505	(42)	133	(11)	108	(9)
TOTAL	2502	854	(34)	1117	(45)	324	(13)	207	(8)

TABLE 6

"Did you watch all the program, or just part of it?"

	ENGLISH	FRENCH	TOTAL
BASE - All viewers	(327)	(381)	(708)
	%	%	%
Claimed to have watched:			
All	54	67	60
Part	46	33	40
TOTAL	100	100	100

III AUDIENCE REACTIONS TO THE PROGRAM

In this section of the report we are concerned with three main types of reaction to the program - the extent to which those who saw the program enjoyed it on the whole, the extent to which they enjoyed each of the various parts of the program, and the particular nature of their reactions to the bilingual aspects of the program.

1. ENJOYMENT OF THE PROGRAM AS A WHOLE

In response to the program as a whole, overall audience reaction can only be described as mildly favorable. About half of those who watched the program reported that they had enjoyed it "very much" or "quite a bit", a quarter that it was "all right" or "not bad", and the remaining quarter that they had enjoyed it either "not too much" or "not at all". Details of this reaction are provided in TABLE 7.

A single "index of appreciation" was calculated from this distribution of response which may be regarded as a summary indication of how the audience as a whole regarded the program.[1] This Appreciation Index in the case of the May 20th "A Show from Two Cities", worked out at the 58 per cent level, a figure which

[1] For an explanation of the calculation of appreciation indices, see Appendix C.

indicates that despite (or perhaps even on account of) the large audience who watched the program, it was not enjoyed as much by those who watched it as many other popular programs are enjoyed by those who watch them.[1]

This finding is confirmed by other data. When we asked viewers how they felt this program compared with normal TV fare - specifically: "Did you enjoy this program more than you enjoy most programs you see on TV these days, or less?", 40 per cent said they enjoyed it less, or much less, and another 40 per cent that they enjoyed it about as much as most TV programs they view. Thus, under 20 per cent - less than a fifth - of the audience enjoyed the program more than they did their normal viewing fare. (TABLE 8)

Respondents were also asked whether they enjoyed this program more than, less than, or about the same as other Wayne and Shuster shows they had seen. Of those replying to this question, only about one-fifth said they liked this show more than previous Wayne and Shuster shows they had seen; two-fifths said they liked it to about the same extent, and another two-fifths that they liked it less than most other Wayne and Shuster shows. (TABLE 9)

---

[1] This conclusion is based on comparable data derived from many CBC Research studies conducted over the past few years on levels of audience appreciation of various network programs. 58 is definitely low for a network variety program pulling this size of audience.

Also, how was this episode regarded in relation to previous "Shows from Two Cities"? About half of our sample could remember having seen one or more of the previous broadcasts. These viewers were asked to compare this latest program with the earlier ones they had seen. About a fifth of them could not remember enough of the earlier shows to make a comparison; of the remainder, the consensus of opinion was that this one was about as enjoyable as the earlier ones seen. The more programs in this series a respondent had seen, the more did this opinion tend to prevail. (TABLES 10-12)

This, then is the general picture. However, there were great differences in enjoyment of the program by different sub-groups within the viewing audience. Three of the most important variables in determining overall enjoyment of the program seem to be:

(a) whether the viewer was French or English (as measured by the language preferred by the respondent in answering our questions);

(b) whether the respondent lived in Eastern (Maritimes, Quebec and Ontario) or in Western Canada (Prairies and British Columbia); and

(c) whether or not an alternative program choice was available to the respondent.

The order of importance seems to be as listed above. Thus, 65 per cent of French-Canadian viewers enjoyed this program very much or quite a bit, compared with 36 per cent of English-Canadian viewers (TABLE 7). 23 per cent of the French-language

respondents enjoyed the program less, or much less than most programs they see on TV these days, compared with 54 per cent of the English-speaking viewers (TABLE 8). Again, focusing attention on the English-speaking respondents only, 16 per cent of those in the East enjoyed this program more than their normal TV fare, as compared with 8 per cent in the West (TABLE 13).[1]

In summary then, the overall enjoyment of this program was not particularly high, it was generally regarded as being about as "good" a show as previous programs in this series, and there were wide variations in the overall level of enjoyment ranging from a high among French-speaking respondents, to a low among English respondents in Western Canada.

---

[1] For a more sophisticated statistical analysis of these determinants of enjoyment, see Appendix D.

TABLE 7

"On the whole, how much did you enjoy this program?"

	ENGLISH	FRENCH	TOTAL
BASE - All viewers	(708)	(438)	(1146)
	%	%	%
Very much	15	28	20
Quite a bit	21	37	27
All right/Not Bad	29	22	26
Not too much	24	10	19
Not at all	10	2	7
No information	1	1	1
TOTAL	100	100	100
Appreciation Index	51	70	58

TABLE 3

"Did you enjoy this program more than you enjoy most programs you see on TV these days, or less?"

	ENGLISH	FRENCH	TOTAL
BASE - All viewers	(708)	(438)	(1146)
	%	%	%
ENJOYED THIS PROGRAM:			
Much more	3	9	6
More	9	16	12
About as much	32	51	39
Less	32	16	26
Much less	22	7	16
No information	2	1	1
TOTAL	100	100	100

TABLE 9

"Did you enjoy this program more than you have enjoyed most other Wayne and Shuster shows that you have seen, or less?"

	ENGLISH	FRENCH	TOTAL
BASE - All viewers	(708)	(438)	(1146)
	%	%	%
ENJOYED THIS SHOW:			
Much more	4	16	9
More	11	16	12
About as much	36	44	39
Less	28	8	20
Much less	18	4	13
No information/not seen Wayne and Shuster before	3	12	7
TOTAL	100	100	100

TABLE 10

"Last night's program was the fourth in this present series of variety programs "A Show From Two Cities". The others were broadcast on Nov. 17, Xmas Day and Mar. 22. Did you happen to see any of these?"

	ENGLISH			FRENCH			TOTAL		
	Nov.17	Xmas Day	Mar.22	Nov.17	Xmas Day	Mar.22	Nov.17	Xmas Day	Mar.22
BASE - All viewers	(708)	(708)	(708)	(438)	(438)	(438)	(1146)	(1146)	(1146)
	%	%	%	%	%	%	%	%	%
Yes, saw it	34	14	30	39	35	47	36	22	37
No, did not see it	44	62	50	33	37	29	40	53	42
Can't remember	16	16	13	21	18	16	18	16	14
No information	6	8	7	7	10	8	6	9	7
TOTAL	100	100	100	100	100	100	100	100	100

TABLE 11

"How would you say this program you have just seen compares with any of the previous "Shows from Two Cities"? Did you enjoy this last show more or less than the earlier one(s) you saw?"

	ENGLISH	FRENCH	TOTAL
BASE - Total seeing one or more of previous programs.	(348)	(276)	(624)
	%	%	%
ENJOYED THIS ONE:			
More	22	23	23
Less	29	16	22
About the same	30	42	36
Can't remember	17	17	17
No information	2	2	2
TOTAL	100	100	100

TABLE 12

Evaluation of this program, relative to other "Shows from Two Cities" by how many seen before.

	CLAIMED TO HAVE SEEN			
	One	Two	Three	Total
BASE - Total seeing one or more of previous programs	(294)	(200)	(130)	(624)
	%	%	%	%
ENJOYED THIS ONE:				
More	22	22	24	23
Less	22	24	19	22
About the same	26	43	50	36
Can't remember	27	10	6	17
No information	3	1	1	2
TOTAL	100	100	100	100

TABLE 13

"Did you enjoy this program more than you enjoy most programs you see on TV these days, or less?"

	English-speaking Respondents	
	Eastern Canada	Western Canada
BASE - Total English-speaking viewers	(380)	(338)
	%	%
Enjoyed this program		
Much more	5	2
More	11	6
About the same	34	28
Less	33	32
Much less	15	30
No information	2	2
TOTAL	100	100

2. ENJOYMENT OF THE VARIOUS PARTS OF THE PROGRAM

Respondents were asked to rate each of the parts of the program they had seen according to one of the alternatives, "enjoyed very much", "enjoyed quite a bit", "all right/not bad", "didn't enjoy too much", of "didn't enjoy at all". Appreciation indices (as already described) were calculated from the replies to these questions, for each distinct segment of the program. These indices are listed, in rank order, in TABLE 14.

Overall, the most enjoyed segment of the program was the Wayne and Shuster sketch where Wayne, as a Montreal-trained chef, returns to Toronto to play havoc with his father's small-time restaurant business. This sketch had an appreciation index of 76 per cent, a full eleven points higher than the next most-enjoyed segments, the "Old Toronto" number with Fred Hill, and the closing series of songs, dances and sketches from across Canada. The least enjoyed segments of the program, on the other hand, were: the sketches showing what happens after attending a party in Montreal and Toronto, the subway dance, and the ballet scene on the building site. These had audience appreciation indices of 54 per cent, 52 per cent, and 52 per cent respectively.

However, it is of limited value to examine response to the individual segments of the program by the audience as a whole since there proved to be great differences between the two language groups of viewers. In the first place, as can be noted

TABLE 14

RANK ORDER OF APPRECIATION INDICES FOR VARIOUS PARTS OF THE PROGRAM, "A SHOW FROM TWO CITIES"

Rank	Scene	Appreciation Index
1	The Wayne and Shuster sketch in which Wayne returns to Toronto after being trained as a French chef.	76
2	The closing series of songs, dances and sketches from across Canada.	65
	The old Toronto number with Fred Hill singing Old English songs.	65
4	The sketch in which Wayne and Shuster, wearing formal clothes, are seated at a table discussing the problems of Canada.	60
	The hold-up sketch with Olivier Guimond.	60
6	The short opening sketch with Wayne and Shuster and the other guests in the hotel lobby.	58
	The old Montreal number with the singer rendering six songs in French.	58
8	The short scene in the Montreal subway.	57
9	The opening number with the two hostesses singing and the dancers in the botanical gardens.	56
	Wayne and Shuster explaining how everything has to be done twice.	56
11	The sketches showing what happens after attending a party in Toronto and Montreal.	54
12	The subway dance.	52
	The ballet number on the building site.	52

from CHART 1, the appreciation indices for French respondents are, with but one exception, higher than those for English respondents. In the second place, there seem to be differences between the two language groups with respect to the distribution of their likes and dislikes. In an effort to understand this further, we have followed this procedure for each language group. We:

(a) averaged the 13 appreciation indices for the segments of the program,

(b) calculated the deviation from the average for each segment of the program, and

(c) graphed the result - see CHART 2.

In CHART 2, these deviations from the average appreciation index are measured along the vertical scale. The various segments of the program are identified along the base of the graph. Indices for the French-language viewers are shown in the dotted line on the graph, and for the English-language viewers in the solid line. Thus, for example, the appreciation index for the "short opening scene with Wayne and Shuster" is, for the English-language viewers, 2 points above average and, for the French-language group, 5 points below average.

This graph enables us to see that the two language groups reveal very different patterns of enjoyment as between the different segments of the program. In fact, when we make a statistical comparison of the rankings of the different program segments, for English and French respondents, we obtain a rank correlation of exactly zero, indicating no correlation at all. There are

CHART 1

APPRECIATION INDICES FOR EACH SEGMENT OF THE PROGRAM:
FOR FRENCH & ENGLISH SPEAKING VIEWERS

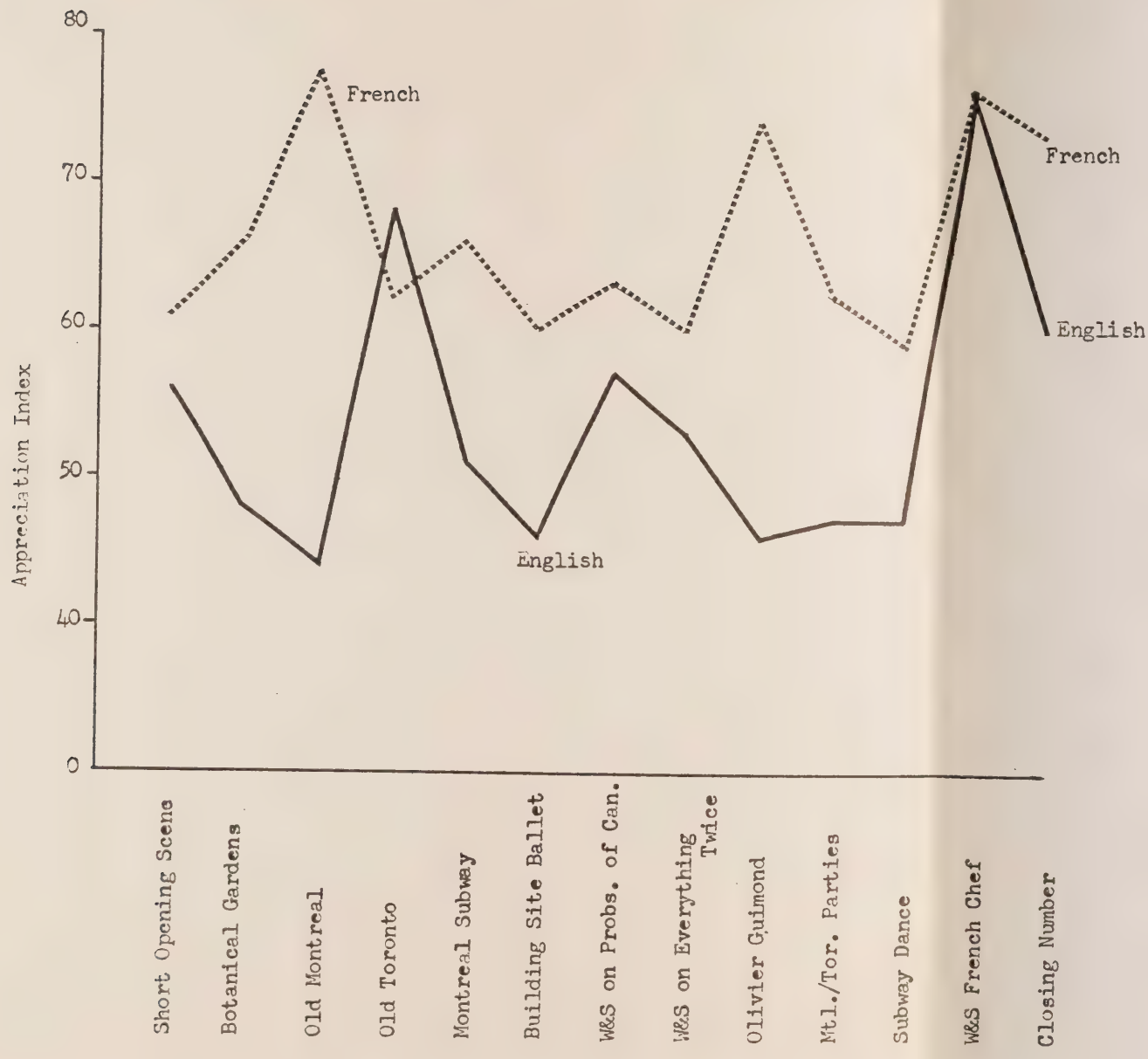
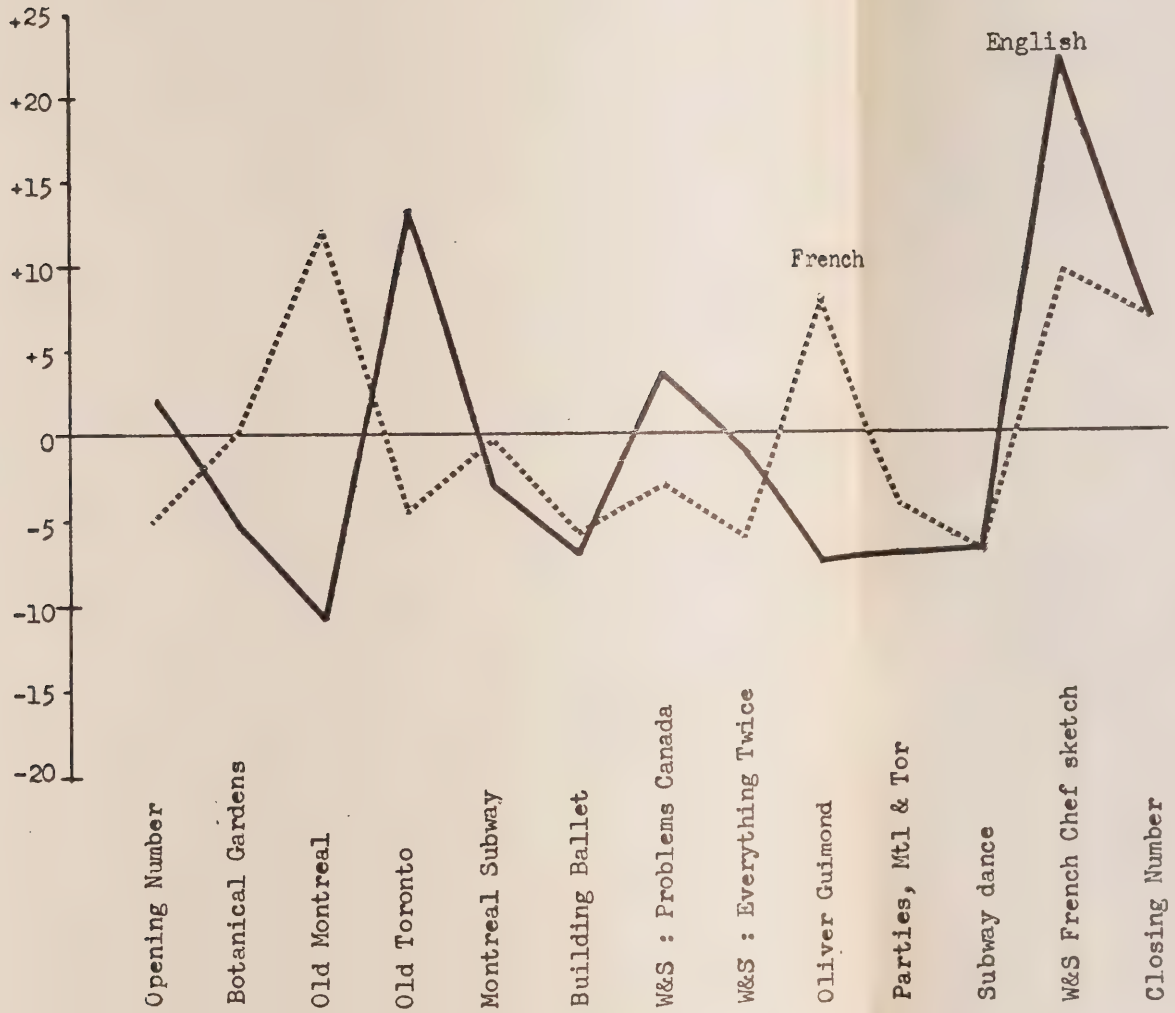


CHART 2

DEVIATIONS FROM AVERAGE APPRECIATION INDEX TOWARDS COMPONENTS OF THE PROGRAM: FOR FRENCH AND ENGLISH-SPEAKING VIEWERS



certainly individual points of agreement: both groups disliked the dancing scene, and both groups enjoyed the Wayne and Shuster "French chef" scene. In general, however, the English-language viewers enjoyed the English scenes, and the French-speaking viewers enjoyed the French scenes. (Perfect examples of this are the Old Montreal number - 10 points below average for the English and 12 above for the French; and the Old Toronto number - 14 points above average for the English, and 4 points below average for the French.)

This interpretation of the two series of appreciation indices, for English-speaking and French-speaking respondents, is confirmed by the answers to a question asking viewers which, of the main items in the program, was in their opinion the "best" and which the "poorest" (TABLES 15 and 16). Both language groups agreed on the overall best and poorest parts of the program - the Wayne and Shuster French chef scene, and the building-ballet number, respectively. However, there the agreement ends; the relative appeal of the other segments of the program, for English-language and French-language audiences, is quite different.

Respondents were also asked to rate several of the main performers in the program on the same appreciation scale as described above. It was therefore possible to calculate separate appreciation indices for these performers. As before, we have averaged the resulting appreciation indices for each language group separately, and

TABLE 15

"You'll notice that some of these items listed above, the main items in the show have letters marked beside them - A B C and so on. Please indicate below, which in your view were the best items of the show and which the poorest."

	ENGLISH	FRENCH	TOTAL
BASE: All viewers	(708)	(438)	(1146)
	%	%	%
THE BEST PART OF THE SHOW WAS:			
The opening number, with the two hostesses singing and the dancers in the botanical gardens.	8	12	10
The old Montreal number with the singer rendering six songs in French.	4	20	10
The old Toronto number with Fred Hill singing old English songs.	17	3	12
The ballet number on the building site.	5	8	6
The sketch in which Wayne and Shuster wearing formal evening clothes are seated at a table discussing the problems of Canada.	6	16	10
The sketches showing what happens after attending a party in Montreal and Toronto.	2	2	2
The Wayne and Shuster sketch in which Wayne returns to Toronto after being trained as a French chef.	39	27	34
The closing series of songs, dances and sketches across the country.	5	4	4
No information	14	8	12
TOTAL	100	100	100

TABLE 16

"You'll notice that some of these items listed above, the main items in the show have letters marked beside them - A B C and so on. Please indicate below, which in your view were the best items of the show and which the poorest."

	ENGLISH	FRENCH	TOTAL
BASE: All viewers	(708)	(438)	(1146)
	%	%	%
THE POOREST PART OF THE SHOW WAS:			
The opening number, with the two hostesses singing and the dancers in the botanical gardens.	8	6	7
The old Montreal number with the singer rendering six songs in French.	13	1	9
The old Toronto number with Fred Hill singing old English songs.	4	10	6
The ballet number on the building site.	17	16	16
The sketch in which Wayne and Shuster wearing formal evening clothes are seated at a table discussing the problems of Canada.	11	16	13
The sketches showing what happens after attending a party in Montreal and Toronto.	11	16	13
The Wayne and Shuster sketch in which Wayne returns to Toronto after being trained as a French chef.	3	5	4
The closing series of songs, dances and sketches across the country.	7	5	6
No information	26	25	26
TOTAL	100	100	100

expressed the audience's enjoyment of each personality as a deviation from this average. The results are presented in bar graph form in CHART 3.[1]

For both groups, enjoyment of the dancers, of the hostesses together, and of Elaine Bedard were all below average. Enjoyment of Wayne and Shuster was well above average for the English-language group and below average for the French-language group; enjoyment of Monique Leyrac was well above average for the French and below average for the English. Indeed, the only surprising result here was the reaction to Elaine Bedard. Here the audience appreciation index was further below average in the French-speaking group than in the English-speaking group. This latter result is borne out too, by the response to a more general "open" question, asking respondents whether there was anything at all about this show, apart from what had already been mentioned, that they didn't like too much. 5 per cent of the French-language respondents felt sufficiently strongly to repeat here that they didn't enjoy Elaine Bedard's performance, whereas practically no English-language viewers mentioned Miss Bedard in this context.

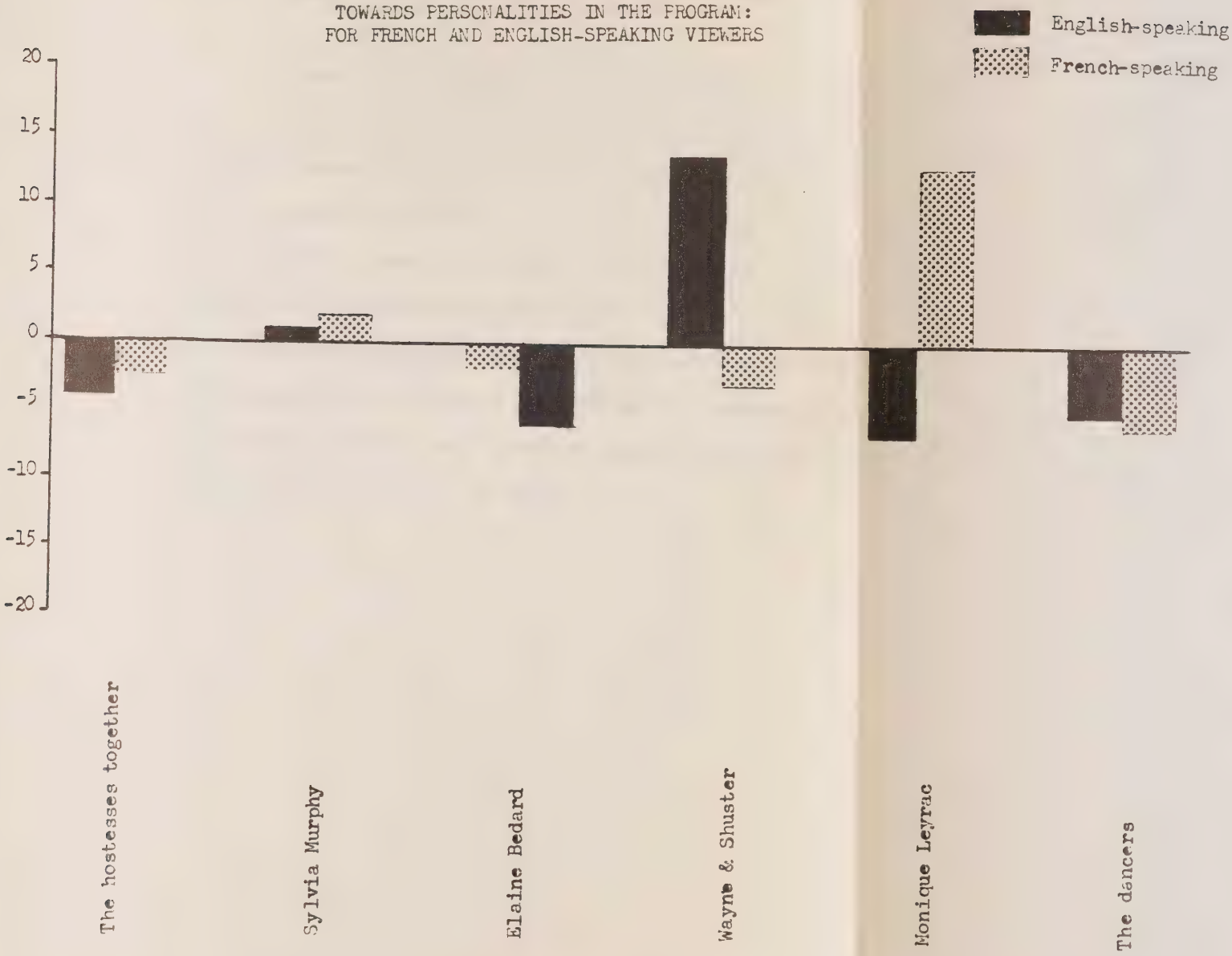
TABLES 17-36, appended to this section of the report, provide further details of the percentage distribution of responses and the

---

1 Note that unlike the line graphs of CHARTS 1 and 2, CHART 3 provides no indication of the fluctuation in audience enjoyment from the beginning to the end of the program.

CHART 3

DEVIATIONS FROM AVERAGE APPRECIATION INDEX
TOWARDS PERSONALITIES IN THE PROGRAM:
FOR FRENCH AND ENGLISH-SPEAKING VIEWERS



individual appreciation indices, on which the foregoing charts and other statements are based.

In summary then, only one of the Wayne and Shuster sketches, and the dance item, prompted a similar reaction from French and English-speaking respondents - in the former case the reaction from both groups was favorable, in the latter unfavorable. Apart from this, English-speaking viewers seemed to like the English sections of the program and dislike the French, and French-speaking viewers seemed to like the French sections and dislike the English, with the English language audience apparently the more extreme, in both their likes and dislikes, than the French. Selon sa langue, chacun à son goût!

TABLE 17

"How much did you enjoy the short opening sketch with Wayne and Shuster and the other guest in the hotel lobby?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(470)	(384)	(854)
	%	%	%
No information	-	-	-
Enjoyed it very much	15	13	14
Enjoyed it quite a bit	24	39	31
It was all right/not bad	37	34	36
Didn't enjoy it too much	15	10	13
Didn't enjoy it at all	9	4	6
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	56	61	58

Table 1

"Do Mom and Pop make the sheet meaning checks with money or money and the other used in the hotel in Spy?"

	ENGLISH	FRENCH	TOTAL
	(N=10)	(N=4)	(N=14)
Yes - Pop/ Mommy then Pop	4	4	[illegible]
No information		-	-
Designed in very [illegible]	1[illegible]	1	[illegible]
Designed in order a bit	[illegible]	[illegible]	[illegible]
It was all right/[illegible] but	1[illegible]	[illegible]	[illegible]
Mostly [illegible] it too [illegible]	1[illegible]	[illegible]	[illegible]
Don't enjoy it at all	[illegible]		1
Don't see [illegible]	-	-	-
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

TABLE 18

"How much did you enjoy the opening number with the two hostesses singing and the dancers in the botanical gardens?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(551)	(399)	(950)
	%	%	%
No information	-	-	-
Enjoyed it very much	12	24	17
Enjoyed it quite a bit	19	34	26
It was all right/not bad	34	28	31
Didn't enjoy it too much	20	10	16
Didn't enjoy it at all	15	4	10
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	48	66	56

TABLE 19

"How much did you enjoy the Old Montreal number with the singer rendering six songs in French?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(517)	(393)	(910)
	%	%	%
No information	-	-	-
Enjoyed it very much	12	41	25
Enjoyed it quite a bit	19	36	26
It was all right/not bad	24	18	21
Didn't enjoy it too much	20	5	14
Didn't enjoy it at all	25	*	14
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	44	78	58

*Less than 0.5 per cent.

TABLE 20

"How much did you enjoy the Old Toronto number with Fred Hill singing old English songs?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(523)	(379)	(902)
	%	%	%
No information	-	-	-
Enjoyed it very much	29	22	26
Enjoyed it quite a bit	31	28	30
It was all right/not bad	25	30	27
Didn't enjoy it too much	11	15	12
Didn't enjoy it at all	4	5	5
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	68	62	65

TABLE 21

"How much did you enjoy the short scene in the Montreal subway?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(487)	(391)	(878)
	%	%	%
No information	-	-	-
Enjoyed it very much	13	27	20
Enjoyed it quite a bit	24	31	27
It was all right/not bad	29	25	27
Didn't enjoy it too much	20	12	16
Didn't enjoy it at all	14	5	10
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	51	66	57

TABLE 22

"How much did you enjoy the ballet number on the building site?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(532)	(388)	(920)
	%	%	%
No information	-	-	-
Enjoyed it very much	17	26	21
Enjoyed it quite a bit	18	21	20
It was all right/not bad	22	27	24
Didn't enjoy it too much	18	16	17
Didn't enjoy it at all	25	10	18
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	46	60	52

TABLE 23

"How much did you enjoy the sketch in which Wayne and Shuster, wearing formal evening clothes are seated at a table discussing the problems of Canada?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(518)	(394)	(912)
	%	%	%
No information	-	-	-
Enjoyed it very much	20	25	22
Enjoyed it quite a bit	25	29	27
It was all right/not bad	28	25	27
Didn't enjoy it too much	15	16	15
Didn't enjoy it at all	12	5	9
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	57	63	60

TABLE 24

"How much did you enjoy Wayne and Shuster explaining how in a bilingual show, everything has to be done twice?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(497)	(373)	(870)
	%	%	%
No information	-	-	-
Enjoyed it very much	14	18	16
Enjoyed it quite a bit	27	31	29
It was all right/not bad	28	29	28
Didn't enjoy it too much	17	16	17
Didn't enjoy it at all	14	6	10
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	53	60	56

TABLE 25

"How much did you enjoy the hold-up sketch with Olivier Guimond?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(434)	(399)	(833)
	%	%	%
No information	-	-	-
Enjoyed it very much	11	42	25
Enjoyed it quite a bit	19	28	23
It was all right/not bad	32	18	26
Didn't enjoy it too much	20	9	15
Didn't enjoy it at all	18	3	11
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	46	74	60

TABLE 26

"How much did you enjoy the sketches showing what happens after attending a party in Montreal and Toronto?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(427)	(380)	(807)
	%	%	%
No information	-	-	-
Enjoyed it very much	11	19	14
Enjoyed it quite a bit	19	32	25
It was all right/not bad	33	30	32
Didn't enjoy it too much	22	15	19
Didn't enjoy it at all	15	4	10
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	47	62	54

TABLE 27

"How much did you enjoy the subway dance?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(500)	(386)	(886)
	%	%	%
No information	-	-	-
Enjoyed it very much	11	20	15
Enjoyed it quite a bit	21	29	24
It was all right/not bad	29	27	28
Didn't enjoy it too much	21	16	19
Didn't enjoy it at all	18	8	14
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	47	59	52

TABLE 28

"How much did you enjoy the Wayne and Shuster sketch in which Wayne returns to Toronto after being trained as a French chef?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(544)	(400)	(944)
	%	%	%
No information	-	-	-
Enjoyed it very much	45	47	46
Enjoyed it quite a bit	28	26	27
It was all right/not bad	17	15	16
Didn't enjoy it too much	6	7	7
Didn't enjoy it at all	4	5	4
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	76	76	76

TABLE 29

"How much did you enjoy the closing series of songs, dances and sketches across the country?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing this part	(544)	(400)	(944)
	%	%	%
No information	-	-	-
Enjoyed it very much	20	37	28
Enjoyed it quite a bit	30	30	30
It was all right/not bad	28	23	26
Didn't enjoy it too much	12	6	9
Didn't enjoy it at all	10	4	7
Didn't see this part	-	-	-
TOTAL	100	100	100
Appreciation Index	60	73	65

TABLE 30

"How much did you enjoy the hostesses together (Sylvia Murphy and Elaine Bedard)?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing	(587)	(413)	(1000)
	%	%	%
No information	-	-	-
Enjoyed very much	16	31	23
Enjoyed quite a bit	25	35	29
All right/not bad	36	24	31
Didn't enjoy too much	13	7	10
Didn't enjoy at all	10	3	7
Didn't see	-	-	-
TOTAL	100	100	100
Appreciation Index	56	71	62

TABLE 31

"How much did you enjoy Sylvia Murphy
(the blonde hostess)?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing	(583)	(398)	(981)
	%	%	%
No information	-	-	-
Enjoyed very much	17	30	22
Enjoyed quite a bit	28	43	34
All right/not bad	34	20	29
Didn't enjoy too much	13	5	9
Didn't enjoy at all	8	2	6
Didn't see	-	-	-
TOTAL	100	100	100
Appreciation Index	58	74	65

TABLE 32

"How much did you enjoy Elaine Bedard
(the other hostess)?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing	(574)	(398)	(972)
	%	%	%
No information	-	-	-
Enjoyed very much	14	28	20
Enjoyed quite a bit	27	33	29
All right/not bad	36	21	30
Didn't enjoy too much	12	10	11
Didn't enjoy at all	11	8	10
Didn't see	-	-	-
TOTAL	100	100	100
Appreciation Index	55	65	59

TABLE 33

"How much did you enjoy Wayne and Shuster?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing	(638)	(371)	(1009)
	%	%	%
No information	-	-	-
Enjoyed very much	38	29	34
Enjoyed quite a bit	30	33	31
All right/not bad	19	25	21
Didn't enjoy too much	7	9	8
Didn't enjoy at all	6	4	6
Didn't see	-	-	-
TOTAL	100	100	100
Appreciation Index	71	69	70

TABLE 34

"How much did you enjoy Monique Leyrac
(the girl who sang in French)?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing	(539)	(395)	(934)
	%	%	%
No information	-	-	-
Enjoyed very much	16	57	33
Enjoyed quite a bit	22	30	25
All right/not bad	26	11	20
Didn't enjoy too much	17	1	10
Didn't enjoy at all	19	1	12
Didn't see	-	-	-
TOTAL	100	100	100
Appreciation Index	50	85	65

TABLE 35

"How much did you enjoy the dancers?"

	ENGLISH	FRENCH	TOTAL
BASE - total viewing	(584)	(396)	(980)
	%	%	%
No information	-	-	-
Enjoyed very much	17	23	20
Enjoyed quite a bit	21	35	27
All right/not bad	28	26	28
Didn't enjoy too much	18	10	14
Didn't enjoy at all	16	6	11
Didn't see	-	-	-
TOTAL	100	100	100
Appreciation Index	52	65	57

TABLE 36

"Was there anything at all about this show, apart from what you have already mentioned, that you didn't like too much?"

	ENGLISH	FRENCH	TOTAL
BASE: All viewers	(708)	(438)	(1146)
	%	%	%
Made no comment	(42)	(48)	(44)
Made favorable comment only	(9)	(18)	(13)
Made unfavorable comments	(49)	(34)	(43)
Object to French on English network/ English on French network	11	4	8
Language difficulties spoilt enjoyment of program	11	6	9
Not a true representation of Canada/ use more cities/other ethnic groups	3	3	3
Didn't like, specifically:			
The hostesses	2	2	2
Sylvia Murphy	1	*	1
Elaine Bédard	*	5	2
Wayne and Shuster	4	1	3
The dancing	5	6	5
The singing	2	3	2
The sketches	1	2	1
Other parts/performers	1	4	2
Just don't like variety shows	5	1	3
Other comments	7	2	5
TOTAL	100	100	100

*Less than 0.5 per cent.

3. OTHER REACTIONS TO BILINGUAL ASPECTS OF THE PROGRAM

We have already noted distinctive reactions to the English and French-language items of the program on the part of the English and French-language sections of the total audience.

Another measure of this reaction, at a deliberately more general level, was obtained by asking viewers what they felt about the relative balance of the program as between its English and French content. Specifically we asked: "Do you feel that the program was too heavily English Canadian for your taste, or too heavily French Canadian, or fairly well balanced between English and French?" Overall, about two-thirds thought the program well balanced, with the remaining third of the total audience thinking the program too heavily English or too heavily French. However, as before, this overall figure conceals differences between the two language groups. 60 per cent of the English-language group thought the program fairly well balanced, as compared with 75 per cent of the French-speaking audience (TABLE 37).

As a further measure of viewer reaction to bilingual programming of this kind, an even more 'attitudinal' type of response was sought with the question: "Would you like to see more bilingual variety programs of this kind on TV, or would you prefer to see an equally good variety program in one language only, or do you not

care one way or the other so long as it's a good program?" Overall, only 22 per cent of viewers indicated that they 'would like to see more bilingual programs of this kind', while 43 per cent indicated that they would prefer an equally good program in one language only. But here again, this overall figure conceals a great difference between English and French-speaking respondents. As many as 53 per cent of English-language respondents opted for one language only, whereas only 27 per cent of French-language respondents made this choice (TABLE 38).

Similar reactions were obtained from the answers to an open-ended question that we have already referred to, one which asked: "Was there anything at all about this show, apart from what you have already mentioned, that you didn't like too much?" 11 per cent of English-speaking respondents voiced strong objections to the practice of using the French-language at all on the English network; a further 11 per cent lodged milder objections, saying that use of the French-language had really spoilt their enjoyment of the program. Thus, altogether 22 per cent of English-language viewers volunteered some unfavorable comment on the notion of bilingualism in a program of this kind - a high level of criticism considering that it was made in response to a very general question which made no specific mention of the language factor, and which asked only for criticisms in addition to those "already mentioned". As against this 22 per cent figure for English-language viewers,

the corresponding figure for French-language viewers was only 10 per cent - i.e. objecting to the use of the English language on a French-language station (4 per cent) or complaining that language difficulties had interfered with their enjoyment of the program (another 6 per cent). (TABLE 39)

Moreover, it would seem clear that English-speaking viewers' attitudes to the idea of bilingual programming of this kind had a distinct bearing on their overall enjoyment of this program. This is indicated in TABLE 40 which shows the distribution of response to a question already referred to: "Would you prefer to see more bilingual variety programs of this kind on TV, or would you prefer to see an equally good variety program in one language only, or do you not care one way or the other so long as it is a good program?" Replies are shown separately for each language group and, within each language group, for those who, on the whole, enjoyed the program "very much or quite a bit", thought it was "all right/not bad", or "didn't enjoy it too much, or at all".

Two points are to be noted from this table. First, there is a distinct tendency for dislike of the program as a whole to be positively associated with a preference for programs of this kind to be in one language only rather than bilingual. Second, this tendency is not nearly so pronounced among French-speaking as it is among English-speaking viewers.

These same relationships show up elsewhere. Thus, of those English-speaking viewers who did not enjoy the program, as many as 23 per cent, in response to the 'open' question already referred to, objected specifically to the use of French on their English-language station. In contrast, only 9 per cent of those French-speaking viewers who did not enjoy the program voiced objections to the use of English on their French station (TABLE 41).

From these, and other sources, it would seem quite clear that the main factor responsible for the somewhat low level of appreciation accorded to this program in English Canada was its bilingual character.[1]

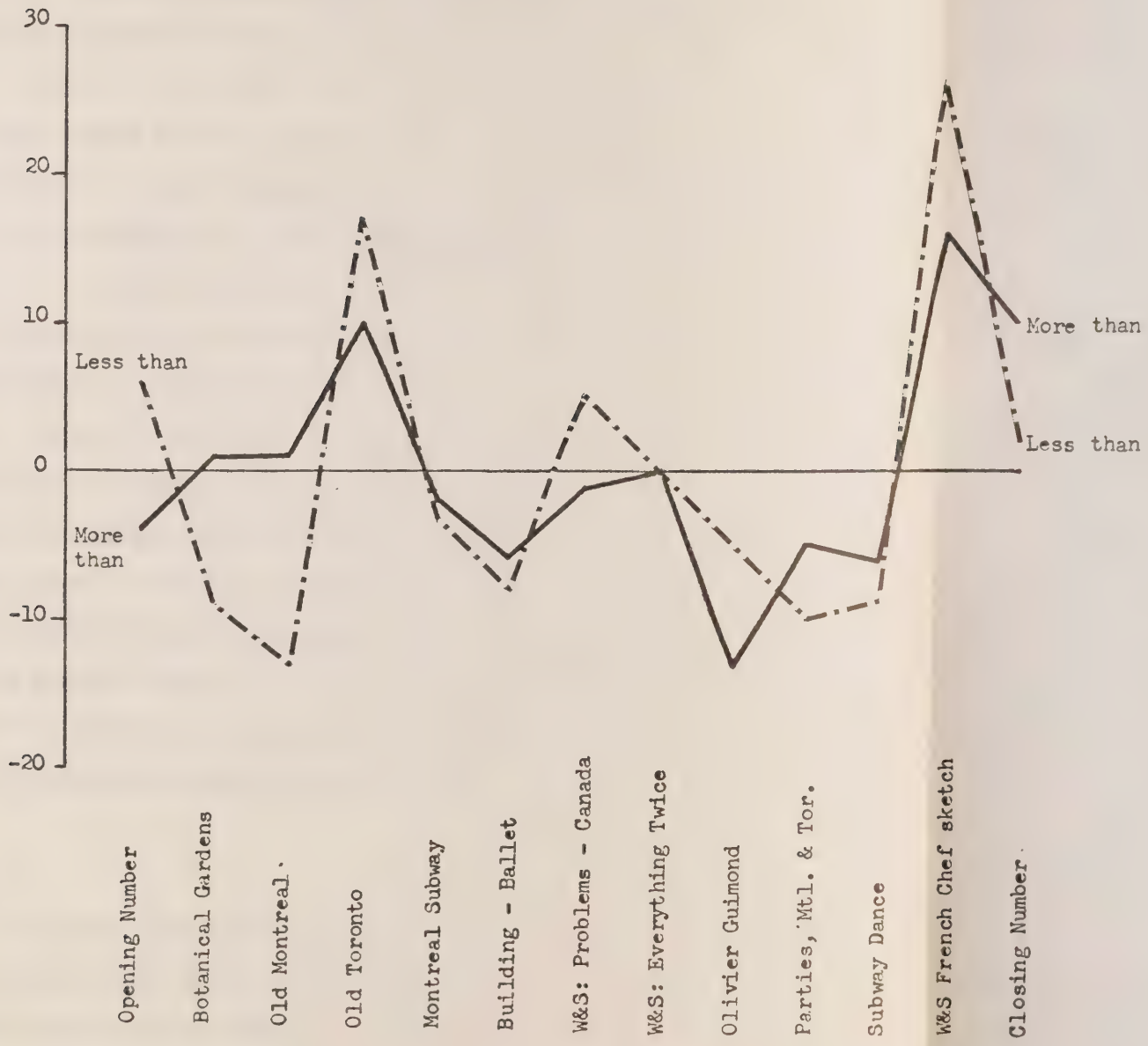
There is one further nuance here which is worth exploring. It will be recalled that most English-speaking viewers who saw this program said they enjoyed it less, or much less, than most other Wayne and Shuster shows they had seen. Yet, interestingly enough, those who did enjoy this program less than other Wayne and Shuster shows, actually enjoyed the Wayne and Shuster parts of this May 20th program relatively more than did those other viewers who preferred this latest show to any other Wayne and Shuster show they had seen.

This is clearly illustrated in CHART 4. Here, the English-language viewers are split into two groups - those who enjoyed

[1]Further statistical evidence of this relationship is provided in Appendix D.

CHART 4

DEVIATIONS FROM AVERAGE APPRECIATION INDICES FOR THOSE WHO ENJOYED THIS PROGRAM MORE THAN AND LESS THAN MOST OTHER WAYNE & SHUSTER SHOWS
(English Viewers Only)



this program more than most other Wayne and Shuster shows, and those who enjoyed this program less. (The third group of viewers - those who enjoyed this program about as much as they had enjoyed most other Wayne and Shuster shows - is ignored in this analysis.) For each of these two groups, the average appreciation indices for all the various items in the program were calculated, and then deviations from this average were calculated for each individual item. The important conclusion that emerges here is that those viewers who felt this May 20th show to be one of the better Wayne and Shuster programs were not so favorably impressed by the Wayne and Shuster items in this show as were those viewers who felt that this was one of Wayne & Shuster's poorer shows. One plausible explanation of this is that, throughout English Canada, this May 20th program probably attracted a large number of existing Wayne and Shuster fans, who were not particularly impressed by the bilingual aspect of the program generally nor by specific 'French' parts of the program in particular, and that this contributed strongly to the generally low level of enjoyment of the program within English Canada as a whole.

In summary then, audience enjoyment of bilingual programming of this type seems to be very much more widespread in French Canada than in English Canada. Even on a combined basis, only a fifth of all viewers of the program, when given the choice, opted specifically for more bilingual programs of this kind.

TABLE 37

"This was a bilingual show with some of the performers from English Canada and some from French Canada. Do you feel that the program was too heavily English Canadian for your taste, or too heavily French Canadian, or fairly well balanced between English and French?"

	ENGLISH	FRENCH	TOTAL
BASE - All viewers	(708)	(438)	(1146)
	%	%	%
Too heavily English Canadian	*	20	8
Too heavily French Canadian	36	1	23
Fairly well balanced	56	73	62
No information	8	6	7
TOTAL	100	100	100

* Less than 0.5 per cent.

TABLE 38

"Would you like to see more bilingual variety programs of this kind on TV or would you prefer to see an equally good variety program in one language only or do you not care one way or the other so long as it's a good program?"

	ENGLISH	FRENCH	TOTAL
BASE - Total interviews	(708)	(438)	(1146)
	%	%	%
Would like to see more bilingual programs of this kind	16	31	22
Would prefer to see an equally good variety program in one language only	53	27	43
Don't care one way or the other so long as it's a good program	27	36	30
No information	4	6	5
TOTAL	100	100	100

TABLE 39

"Was there anything at all about this show apart from what you have already mentioned that you don't like too much?"

	ENGLISH	FRENCH	TOTAL
BASE - Total interviews	(708)	(438)	(1146)
	%	%	%
Made no comment	(42)	(48)	(44)
Made favorable comment only	(9)	(18)	(13)
Made unfavorable comments	(49)	(34)	(43)
Object to French on English network/English on French network	11	4	8
Language difficulties spoilt enjoyment of program	11	6	9
Not a true representation of Canada/use more cities/other ethnic groups	3	3	3
Didn't like, specifically:			
The hostesses	2	2	2
Sylvia Murphy	1	*	1
Elaine Bedard	*	5	2
Wayne and Shuster	4	1	3
The dancing	5	6	5
The singing	2	3	2
The sketches	1	2	1
Other parts/performers	1	4	2
Just don't like variety shows	5	1	3
Other comments	7	2	5
TOTAL	100	100	100

* Less than 0.5 per cent

TABLE 40

The relationship between overall enjoyment of the program, and reaction to the idea of bilingual programming

	ENGLISH VIEWERS			FRENCH VIEWERS		
	Enjoyed	All right	Didn't enjoy	Enjoyed	All right	Didn't enjoy
BASE - All viewers	(251)	(205)	(244)	(285)	(95)	(53)
	%	%	%	%	%	%
Would like to see more bilingual programs of this kind	36	10	1	38	21	11
Would prefer to see an equally good variety program in one language only	26	56	78	18	37	57
Don't care as long as it's a good program	35	32	14	40	36	19
No information	3	2	7	4	6	13
TOTAL	100	100	100	100	100	100

TABLE 41

"Was there anything at all about this show, apart from what you have already mentioned, that you didn't like too much?"

	ENGLISH VIEWERS			FRENCH VIEWERS		
	Overall evaluation of the program			Overall evaluation of the program		
	Enjoyed	All right	Didn't enjoy	Enjoyed	All right	Didn't enjoy
BASE - total number of viewers in the category	(251)	(205)	(244)	(285)	(95)	(53)
	%	%	%	%	%	%
Made favorable comment only	22	4	-	24	10	2
Made no comment	45	49	31	47	52	41
Made unfavorable comment	33	47	69	29	38	57
- of which -						
Object to use of French on English network/English on French network	2	6	23	2	4	9
Language difficulties spoilt enjoyment of the program	8	14	12	4	12	9
TOTALS	100	100	100	100	100	100

IV REACTIONS TO THE ADVERTISING

Like previous broadcasts in the "Show from Two Cities" series, this May 20th program was sponsored by the Canadian Life Insurance Offices Association. In an attempt to make some assessment of the impact of the advertising on the audience, two lines of approach were followed.

In the first place, each respondent in the recall survey who claimed to have seen at least a part of the program was asked: "Throughout the show, advertising commercials appeared from time to time. Can you remember the name of the company doing the advertising?" The distribution of replies to this question is shown in TABLE 42.[1] About half the total number of viewers (47 per cent) correctly referred to 'life insurance' in their replies, and a further 11 per cent mentioned 'insurance', though without specifically referring to life insurance even after prompting as to 'what kind of insurance?'. There was a quite significant difference between the English and French-language groups on this question; 44 per cent of the English-language

[1]Since the number of completed interviews with male and female respondents in this recall survey was found to be somewhat 'out of balance' with the actual composition of the audience to the program as indicated by the coincidental survey, all results from this recall survey were duly weighted to achieve consistency with the actual audience composition. Thus, the data in the following tables have been weighted by the proportions of men and women in each language group of the audience as indicated by the coincidental survey.

viewers correctly referred in their replies to some form of insurance, compared with 73 per cent of French-language viewers. Aside from the possibility of this difference being due to some flaw in the interviewing (which we have been unable to trace) the most reasonable assumption is that it is related to the fact that French-language viewers, to a greater extent than English-language viewers, tended to watch the whole program rather than only parts of it - and hence to see more of the advertising. However there may be other explanations.

To provide a further indication of the immediate impact of the commercials, the procedure was adopted of asking both viewers and non-viewers of the program, in the recall survey: "What would you say are the main advantages of buying life insurance?" By considering the answers to this question separately for viewers and non-viewers, we thus obtain a measure - an admittedly crude measure but the best that was obtainable in the circumstances - of the differential effect of exposure to the commercials.[1]

The results of this breakdown are shown in TABLES 43 and 44. The most consistent feature running through these tabulations is the

---

[1]The research design here is of course far from perfectly 'controlled', the most likely source of bias being the fact that the viewing and non-viewing groups are not each random, or even matched samples, so that any post-exposure differences found to exist between viewers and non-viewers could be due to some relevant pre-exposure difference between them in the first place, rather than to the effects of exposure to the advertising.

smaller proportion of viewers than of non-viewers who were unable to give any meaningful answer at all to this question. This is certainly an effect in the expected direction. With a service as widely used and talked about as life insurance, it is perhaps not surprising that the main effect of television advertising of this kind is simply to increase audience awareness of the general advantages of life insurance - as covered by these commercials.

The other significant difference between viewers and non-viewers in this context was the greater tendency of the viewers to refer to the benefits of life insurance in 'helping the country generally, in helping finance the country, in helping make Canada grow'. This is presumably, for many people, a more novel concept of the advantages of life insurance, and it is likely that many viewers were encountering it for the first time in the advertising carried by this program - hence the effect of this on their answers to our questions.

Apart from these two fairly consistent differences between viewers and non-viewers, there was a further tendency, much more diffused, for viewers to play-back all the main themes of the commercials to a slightly greater extent than did non-viewers. It may also be noted that this tendency was more pronounced among men than among women, suggesting that the advertising had a somewhat greater immediate impact on men than on women viewers.

TABLE 42

"Throughout the show, advertising commercials appeared from time to time. Can you remember the name of the company doing the advertising?"

	ENGLISH		FRENCH		TOTAL	
BASE - All viewers	(327)		(381)		(508)	
Any response relating to:	%		%		%	
Life insurance	35	44	59	73	47	58
"Insurance" (not specifically life)	9		14		11	
Other products or services	2	56	2	27	2	42
Don't know	54		25		40	
TOTAL	100		100		100	

TABLE 43

"Just one other question. What would you say are the main advantages of buying life insurance?"

	ENGLISH		FRENCH		TOTAL	
	Viewers	Non-viewers	Viewers	Non-viewers	Viewers	Non-viewers
BASE - All respondents	(327)	(1102)	(381)	(219)	(708)	(1321)
	%	%	%	%	%	%
Main advantages:						
Providing for family	68	66	72	73	70	68
Helping to save (general)	25	22	27	29	26	23
Helping to save for retirement	14	13	14	14	14	13
Helping to save for education of children	7	8	21	17	14*	10
Investments from life insurance help the country	5* (92)	1 (91)	14* (99)	7 (87)	10* (96)	2 (90)
Don't know/No answer	(8)	(9)	(1)	*(13)	(4)	*(10)
TOTAL	100	100	100	100	100	100

* Significantly higher

TABLE 44

"Just one other question. What would you say are the main advantages of buying life insurance?"

	MEN		WOMEN		TOTAL	
	Viewers	Non-viewers	Viewers	Non-viewers	Viewers	Non-viewers
BASE - All respondents	(220)	(488)	(446)	(875)	(708)	(1321)
	%	%	%	%	%	%
Main advantages are:						
Providing for family	72*	65	68	71	70	68
Helping to save (general)	26	22	26	23	26	23
Helping to save for retirement	14	11	14	15	14	13
Helping to save for education of children	14*	8	14	12	14*	10
Investments from life insurance help the country	9*	1	10	3	10*	2
	(96)	(90)	(96)	(92)	(96)	(90)
Don't know/No answer	(4)	*(10)	(4)	*(8)	(4)	*(10)
TOTAL	100	100	100	100	100	100

* Significantly higher.

V SUMMARY OF MAIN CONCLUSIONS

A three-phase survey of the audience and its reactions to this bilingual, bi-network 'Show from Two Cities' variety special of May 20, 1964, has produced these main conclusions:

1. The broadcast was watched by a fairly large audience in some one and a half million homes accumulated throughout the hour of the program. The average audience at any one time was just over a million homes - or just over 2,500,000 individual viewers.

2. This total cumulative audience represents about 32 per cent of all TV homes in Canada, the smaller average audience about 24 per cent.

3. A much higher proportion of homes in French Canada than in English Canada tuned to the program - on average only 18 per cent of English-language homes compared with some 45 per cent of French-language homes. About 80 per cent of all those who watched were adults, and some 13 per cent were teenagers.

4. A fairly large proportion of those who watched this program, just slightly less than half of them, were afterwards aware that the advertising carried by the program concerned life insurance. There is evidence that exposure to these commercials had the effect of somewhat increasing public awareness of certain benefits of life insurance.

5. In general, French-Canadian viewers enjoyed the program much more than did English-Canadian viewers, some 65 per cent of them enjoying it

"very much" or "quite a bit" compared with a figure of only 36 per cent in the case of English-speaking viewers. Overall, largely due to the reactions of the English-language viewers, it can be said that the program was not particularly well received by its audience.

6. Not altogether surprisingly, each language group of viewers most enjoyed those segments of the program in its own language. More discouraging, however, was the fact that relatively few viewers seemed to obtain much enjoyment from those parts of the program other than in their own language. This was true particularly of English-Canadian viewers' reactions to French-language sections of the program. Only from one particularly popular item in the program, one of the Wayne and Shuster sketches, did both language groups seem to derive a high degree of enjoyment.

7. More generally, audience reaction to the whole concept of bilingual programming of this kind tended to be somewhat unfavorable, with English-speaking viewers being much the more adversely critical of the two language groups. This latter reaction tended to be more widespread in Western than in Eastern Canada.

These and other findings are discussed in the text.

A P P E N D I C E S

APPENDIX A

THE QUESTIONNAIRES

TELEVISION SURVEY - WEDNESDAY MAY 20, 1964 ELLIOTT-HAYNES LIMITED

Hello, this is Elliott-Haynes calling and we're doing a television survey.

1. Was your TV set on when the phone rang, or not? IF NO· TERMINATE INTERVIEW.
2. To what station, or channel was it tuned please? IF STATION OTHER THAN CBC-E OR CBC-F TERMINATE INTERVIEW.
3. How many people were watching at the time the phone rang?
4. How many of these were men, over the age of 18? 5. Women over the age of 18?
6. Teenagers between the ages of 12 and 18? 7. Children under 12 years old?

TELEPHONE NO.	INCOMP. CALL	TV OFF	TUNED CBC-E	TUNED CBC-F	OTHER STATION	# WATCH-ING	MEN Ov. 18	WOM OV. 18	TEEN 12-18	CHIL. UN. 12

CITY _____ DATE _____ INTERVIEWER _____

ELLIOTT-HAYNES LIMITEE — ETUDE DE TELEVISION — MERCREDI LE 20 MAI 1964

Bonsoir .... Ici Elliott-Haynes. Nous effectuons une étude concernant la télévision.

1. Votre téléviseur était-il branché lorsque le téléphone a sonné, ou non? (Si "NON" terminez l'entrevue. Si "OUI", procédez à question 2.)
2. A quel poste ou Canal était-il syntonisé, S.V.P? (Si autre poste que CBC-Anglais OU CBC-Français, TERMINEZ L'ENTREVUE).
3. Quel nombre de personne regardaient la Télévision lorsque le téléphone a sonné?
4. Quel nombre d'entre eux étaient des hommes de plus de 18 ans? 5. Des femmes de plus de 18 ans?
6. Quel nombre étaient des jeunesses entre 12 et 18 ans? 7. Des enfants de moins de 12 ans?

NUMERO DE TELEPHONE	APPELS INCOMP.	TV FERME.	SYNTONISE CBC-ANGL.	SYNTONISE CBC-FRANC.	AUTRE POSTE	NOMBRE REGARDANT	HOMMES PLUS 18	FEMMES PLUS 18	JEUNESSES 12 A 18	ENFANTS MOINS 12

CITE _____ DATE _____ INTERVIEWER _____

ETUDE DE TELEVISION - INTERVIOUEURS NOTEZ BIEN - Il est d'une importance toute spéciale que le poste regardé soit identifié de façon à ne pas se trompé, quant au poste ANGLAIS OU FRANÇAIS. Alors, ne manquez pas d'enrégistrer cette information dans la colonne appropriée. Quant aux instructions pour ce travail, il faut simplement suivre de question à question, et enrégistrer l'information fournie par le (la) répondant(e). Faites de sorte que vous parlerez à la personne même qui a regardée le programme. MERCI.

Recall Survey

ELLIOTT-HAYNES LIMITED

A SHOW FROM TWO CITIES

1. Hello. This is Elliott-Haynes calling: we are doing a television survey. Did you, or anyone in your home watch the program "A Show from Two Cities" on channel(s) _____ or _____, between 8.30 and 9.30 this evening (last evening) or not?

YES ☐ GO TO Q.2
NO ☐ GO TO Q.7

2. Did you yourself watch any part of this program, "A Show from Two Cities", or not?

YES ☐ GO TO Q.4
NO ☐ GO TO Q.3

3. Could I speak with someone who did watch, please?
THEN:
This is Elliott-Haynes calling: we are doing a television survey about the program "A Show from Two Cities" on channels _____ and _____ between 8.30 and 9.30 this evening. Did you yourself watch any part of this program, or not?

YES ☐ GO TO Q.4

OTHERWISE ASK AGAIN TO SPEAK TO SOMEONE WHO DID WATCH THE SHOW.

4. Did you watch all of the program, or just part of it?

ALL ☐
PART ☐

5. On the whole, how much did you enjoy this program. Did you enjoy it very much, enjoy it quite a bit, think it was all right/not bad, not enjoy it very much, or not enjoy it at all. (READ THIS SLOWLY)

ENJOYED IT VERY MUCH ☐
ENJOYED IT QUITE A BIT ☐
THINK IT WAS ALL RIGHT/NOT BAD ☐
DID NOT ENJOY IT TOO MUCH ☐
DID NOT ENJOY IT AT ALL ☐

6. Throughout the show, advertising commercials appeared from time to time. Can you remember the name of the company doing the advertising?
IF ANY REFERENCE TO LIFE INSURANCE, CHECK HERE ☐

IF REFERENCE TO 'INSURANCE' BUT NOT SPECIFICALLY TO LIFE INSURANCE, ASK:
Any particular kind of insurance?
IF LIFE INSURANCE NOW MENTIONED, CHECK ABOVE.

IF REFERENCE IS TO INSURANCE ONLY, BUT NOT SPECIFICALLY TO LIFE INSURANCE, CHECK HERE ☐
IF REFERENCE IS TO ANY OTHER PRODUCT OR SERVICE OR COMPANY OTHER THAN INSURANCE ☐
WRITE IN _____

_____

_____

NO REPLY, CAN'T REMEMBER, DON'T KNOW, NOTHING ☐

(over)..

ASK EVERYONE

7. Just one other question. What would you say are the main advantages of buying life insurance? (Check appropriate box below) but do not read list.

ANY REFERENCE TO:

☐ PROVIDING FOR FAMILY IN EVENT OF PERSON'S DEATH

☐ HELPING PERSON TO SAVE, TO PUT MONEY ASIDE FOR LATER YEARS (BUT NO SPECIFIC REFERENCE TO RETIREMENT OR OTHER SPECIFIC PURPOSE)

☐ HELPING PERSON TO SAVE FOR RETIREMENT

☐ HELPING TO SAVE FOR EDUCATION OF HIS CHILDREN (BUT WITHOUT REFERENCE TO DEATH)

☐ INVESTMENTS FROM LIFE INSURANCE PREMIUMS HELP THE COUNTRY GENERALLY, HELP TO FINANCE, HELP TO MAKE CANADA GROW, PROSPER, BETTER PLACE TO LIVE, HELPS ALL OF US, ETC.

Help in what way? Help to do what?
Help build what? Help finance what?

☐ HELP BUILD HOMES
☐ OFFICES
☐ PIPELINES
☐ SHOPPING CENTRES
☐ GAS STATIONS
☐ PUBLIC WORKS (SCHOOLS, ROADS, SEWERS, ETC.)

☐ REFERENCE TO ANY OTHER USE OF LIFE INSURANCE FOR GENERAL PUBLIC GOOD

☐ ANY REFERENCES TO OTHER ADVANTAGES OF BUYING LIFE INSURANCE

WRITE IN _____

_____

_____

SEX OF RESPONDENT (PERSON WHO ANSWERED ALL THE QUESTIONS)

MALE ☐
FEMALE ☐

Thank you.

TELEPHONE NUMBER---------- INTERVIEWER_____

CITY_____DATE_____

ETUDE DE TELEVISION
"DEUX VILLES SE RENCONTRENT"

Bonsoir ... Ici Elliott-Haynes ... nous effectuons une étude concernant la télévision.

1. Avez-vous vous-même, ou est-ce-que quelque membre de votre famille a regarder le programme, "Deux villes se rencontrent", au Canal _____ OU _____, entre 8.30 et 9.30 ce soir, ou non?

   ☐ OUI (Procèdez à question 2.)
   ☐ NON (Procèdez à question 7.)

2. Avez-vous vous-même regardé quelque partie de ce programme, "Deux villes se rencontrent" ou non?

   ☐ OUI (Procèdez à question 4.)
   ☐ NON (Procèdez à question 3.)

3. Puis-je parler à quelqu'un qui a regardé (ce programme) S.V.P?
   Par la suite:
   Ici Elliott-Haynes ... nous effectuons une étude de télévision concernant le programme "Deux Villes se Rencontrent", au Canal _____ OU _____ entre 8.30 et 9.30 ce soir. Avez-vous vous-même regardé quelque partie de ce programme, ou non?
   ☐ OUI (Procèdez à question 4.)
   (Si "non" demandez à parler à quelqu'un qui a vraiment regardé le programme.)

4. Avez-vous regarder le programme en entier ou en partie seulement?

   ☐ Entier
   ☐ Partie

5. En somme, ... comment avez-vous aimé ce programme? L'avez-vous très bien aimé, bien aimé, pâssablement bien aimé, pas aimé beaucoup, pas aimé du tout?

   TRES BIEN AIME ☐
   BIEN AIME ☐
   PASSABLEMENT BIEN AIME ☐
   NE L'A PAS AIME BEAUCOUP ☐
   NE L'A PAS AIME DU TOUT ☐

6. Pendant le programme des annonces commerciales ont apparues de temps à autres. Vous souvenez-vous du nom de la compagnie qui commanditait les annonces.
   SI QUELQUE REFERENCE A ASSURANCE-VIE, ENREGISTREZ ICI ☐

   S'IL REFERE A L'ASSURANCE SANS MENTIONNER ASSURANCE-VIE SPECIFIQUEMENT, demandez:

   Etait-ce un genre particulier d'assurance?
   SI ASSURANCE-VIE EST MAINTENANT MENTIONNE, enregistrez ci-haut.
   S'IL REFERE A ASSURANCE SEULEMENT, SANS SPECIFIER ASSURANCE-VIE, enrégistrez ici ☐
   S'IL REFERE A UN AUTRE PRODUIT OU UN SERVICE AUTRE QUE ASSURANCE, (inscrivez la réponse ici _____ ☐

   AUCUNE REPONSE, NE SE SOUVIENT PAS, NE SAIT PAS, RIEN ☐

(AU VERSO)

DEMANDEZ A TOUS:

7. Une dernière question. D'après vous, quels seraient les principaux avantages quant à l'achât d'assurance-vie? (Enrégistrez dans les carrés ci-bas:)

☐ POURVOIR POUR SA FAMILLE EN CAS DE MORTALITE

☐ AIDE UNE PERSONNE A EPARGNER, A METTRE DE L'ARGENT DE COTE POUR PLUS TARD. (AUCUNE REFERENCE SPECIFIQUE A LA RETRAITE, OU AUTRE BUT SPECIAL)

☐ AIDE A EPARGNER POUR SA RETRAITE.

☐ AIDE A EPARGNER POUR L'EDUCATION DE SES ENFANTS, (SANS MENTIONNER LA MORTALITE)

☐ L'ARGENT PAYE COMME PRIME D'ASSURANCE-VIE EST PLACEE DE TELLE FAÇON, QU'ELLE AIDE LE PAYS DE FAÇON GENERALE: AIDE A LA FINANCE, AIDE A LA CROISSANCE DU PAYS, AIDE LA PROSPERITE , AIDE A DEVENIR UNE PLACE PLUS AGREABLE A HABITER. AIDE A CHACUN DE NOUS.

Aide de Quelle Façon? Aide à Faire Quoi?
Aide à Construire Quoi? Aide à Financer Quoi?

☐ AIDE A CONSTRUIRE DES FOYERS
☐ AIDE A CONSTRUIRE DES BUREAUX (EDIFICES)
☐ AIDE A CONSTRUIRE DES CANALISATIONS A PETROLE (PIPELINES).
☐ AIDE A CONSTRUIRE DES CENTRES D'ACHATS
☐ AIDE A CONSTRUIRE DES STATIONS SERVICES (GAS STATIONS)
☐ AIDE A CONSTRUIRE DE TRAVAUX PUBLICS. (ECOLES,...ROUTES,... EGOUTS,....ETC).

☐ REFERENCE A TOUT AUTRE USAGES S'ASSURANCE-VIE POUR LE BIEN-ETRE DU PUBLIQUE.

☐ REFERENCE A D'AUTRES AVANTAGES QUANT A L'ACHAT D'ASSURANCE-VIE: INSCRIVES ICI:

_____

_____

SEXE DU (DE LA) REPONDANT(E),... (DE LA PERSONNE REPONDANT A TOUTES LES QUESTIONS).

HOMME ☐
FEMME ☐

MERCI.

Numéro De Téléphone: _____

Nom De L'Intervioueur _____

Ville _____

Audience Reaction Survey

SAME FORM FOR
FEMALE RESPONDENTS

TV PROGRAMME QUIZ

This form to be completed by man of the home. Please check:

Husband ☐
Other adult male ☐

PART I

WHICH TV STATION(S) CAN YOU RECEIVE CLEARLY ON YOUR TV SET? WRITE: _____

DID YOU WATCH TV AT ALL LAST NIGHT, MAY 20th? YES ☐ NO ☐

DID YOU WATCH THE PROGRAME, "A SHOW FROM TWO CITIES" ON TV LAST NIGHT BETWEEN 8:30 AND 9:30? (9:30 AND 10:30 IN THE MARITIME PROVINCES?) YES ☐ NO ☐

IF YOU DID WATCH ANY PART OF "A SHOW FROM TWO CITIES" LAST NIGHT, PLEASE COMPLETE PART 2 OF THIS QUESTIONNAIRE. THEN RETURN THE QUESTIONNAIRE AS SOON AS POSSIBLE.

EVEN IF YOU DID NOT WATCH ANY PART OF "A SHOW FROM TWO CITIES", PLEASE RETURN THIS QUESTIONNAIRE AS SOON AS POSSIBLE. YOU ARE ENTITLED TO YOUR POINTS, EVEN IF YOU DID NOT WATCH, PROVIDED YOU RETURN THIS FORM.

THANK YOU

PART 2

PLEASE COMPLETE THIS PART IF YOU SAW ANY PART OF "A SHOW FROM TWO CITIES" ON TV LAST NIGHT.

1. On the whole, how much did you enjoy this program?

Enjoyed it very much	Enjoyed it quite a bit	It was all right, not bad	Didn't enjoy it too much	Didn't enjoy it at all
☐	☐	☐	☐	☐

2. Did you enjoy this program more than you have enjoyed most other Wayne and Shuster shows that you have seen? Or less?

Enjoyed this show much more	Enjoyed this show more	Enjoyed this show about as much as most others	Enjoyed this show less	Enjoyed this show much less
☐	☐	☐	☐	☐

3. Did you enjoy this program more than you enjoy most programs you see on TV these days? Or less?

Enjoyed this show much more	Enjoyed this show more	Enjoyed this show about as much as most others	Enjoyed this show less	Enjoyed this show much less
☐	☐	☐	☐	☐

PART 2 (Cont'd)

4. Here are short descriptions of the different parts of the show. You may have liked some things better than others. Please indicate how much you enjoyed each of these parts.

	Enjoyed it very much	Enjoyed it quite a bit	It was all right, not bad	Didn't enjoy it too much	Didn't enjoy it at all	Didn't see this part
The short opening sketch with Wayne and Shuster and the other guest in the hotel lobby.	☐	☐	☐	☐	☐	☐
A. The opening number with the two hostesses singing and the dancers in the botanical gardens.	☐	☐	☐	☐	☐	☐
B. The Old Montreal number with the singer rendering six songs in French.	☐	☐	☐	☐	☐	☐
C. The Old Toronto number with Fred Hill singing Old English songs.	☐	☐	☐	☐	☐	☐
The short scene in the Montreal subway.	☐	☐	☐	☐	☐	☐
D. The ballet number on the building site.	☐	☐	☐	☐	☐	☐
E. The sketch in which Wayne and Shuster, wearing formal evening clothes, are seated at a table discussing the problems of Canada.	☐	☐	☐	☐	☐	☐
Wayne and Shuster explaining how, in a bilingual show, everything has to be done twice.	☐	☐	☐	☐	☐	☐
The hold-up sketch with Oliver Gulmond.	☐	☐	☐	☐	☐	☐
F. The sketches showing what happens after attending a party in Montreal - and after attending a party in Toronto.	☐	☐	☐	☐	☐	☐
The subway dance	☐	☐	☐	☐	☐	☐
G. The Wayne and Shuster sketch in which Wayne returns to Toronto after being trained as a French chef.	☐	☐	☐	☐	☐	☐
H. The closing series of songs, dances and sketches across the country.	☐	☐	☐	☐	☐	☐

5. You'll notice that some of these items listed above, the main items in the show, have letters marked beside them - A, B, C, and so on. Please indicate below, by circling the proper letter, which, in your view, were the best items of the show, and which the poorest?

The best part of the show was - - A B C D E F G H)
The next best part of the show was - A B C D E F G H) Circle one letter only in each line
The poorest part of the show was - A B C D E F G H)

PART 2 (Cont'd)

6. Here are some of the people who appeared. How much did you enjoy their performances on this show? (Try not to consider what you have thought of them on other occasions. It is your opinion of their performance on this show that we are interested in.)

	Enjoyed very much	Enjoyed quite a bit	All right, not bad	Didn't enjoy too much	Didn't enjoy it at all	Didn't see
The hostesses together (Sylvia Murphy and Elaine Bedard	☐	☐	☐	☐	☐	☐
Sylvia Murphy (the Blonde hostess)	☐	☐	☐	☐	☐	☐
Elaine Bedard (the other hostess)	☐	☐	☐	☐	☐	☐
Wayne and Shuster	☐	☐	☐	☐	☐	☐
Monique Leyrac (the girl who sang in French)	☐	☐	☐	☐	☐	☐
The dancers	☐	☐	☐	☐	☐	☐

7. This was a bilingual show with some of the performers from English Canada and some from French Canada. Do you feel that the program was too heavily English Canadian for your taste, or too heavily French Canadian, or fairly well balanced between English and French?

Too heavily English Canadian for my taste ☐

Too heavily French Canadian for my taste ☐

Fairly well balanced ☐

8. Would you like to see more bilingual variety programs of this kind on TV, or would you prefer to see an equally good variety program in one language only, or do you not care one way or the other so long as it's a good program?

Would like to see more bilingual variety programs of this kind on TV ☐

Would prefer to see an equally good variety program in one language only ☐

Do not care one way or the other so long as it is a good program ☐

9. Was there anything at all about this show, apart from what you have already mentioned, that you didn't like too much? Anything that rather spoiled the program for you, anything about this type of show that you don't like, any way in which you think the program could have been improved? Please just explain in your own words.

_____

_____

_____

_____

PART 2 (Cont'd)

10. Last night's program was the fourth in this present series of bilingual variety programs "A Show from Two Cities". The others were broadcast on November 17, on Christmas Day last year, and then most recently on March 22. Did you happen to see any of these?

	Yes, saw it	No, did not see	Can't remember
November 17 Show: The hosts were Shirley Harmer and Bill Cole in Toronto and Lise LaSalle and Pierre Theriault in Montreal. It included some opera singing and a comedy sketch of the RCMP Musical Ride.	☐	☐	☐
Christmas Day Show: Oliver Guimond appeared as Father Christmas. Joyce Sullivan sang. There was a winter ballet, and the finale included songs from 'Irma La Douce' and 'My Fair Lady'.	☐	☐	☐
March 22 Show: Shirley Harmer was in this one, with Jacques Normand. There was a sketch about hockey with no body-checking, performed by figure skaters. There was a fantasy scene of a 5-year old girl conducting a 32-voice chorus. Nina Deschamps and Glenn Gibson danced.	☐	☐	☐

ANSWER THE NEXT QUESTION ONLY IF YOU SAW AT LEAST ONE OF THESE THREE EARLIER SHOWS:

How would you say this program that you have just seen compares with any of these previous "Shows from Two Cities"? Did you enjoy this last show more or less than the earlier one(s) you saw?

Enjoyed this one more ☐

Enjoyed this one less ☐

Enjoyed about the same ☐

Can't remember enough to express an opinion ☐

THANK YOU VERY MUCH FOR YOUR HELP ON THIS. NOW PLEASE MAIL BACK THE QUESTIONNAIRE AS SOON AS POSSIBLE.

SAME FORM FOR
FEMALE RESPONDENTS

QUESTIONNAIRE SUR PROGRAMME DE TV

Il doit être rempli par l'Homme de la maison. Veuillez indiquer:

Mari ☐
Autre adulte masculin ☐

SECTION 1

QUELLE/S STATION/S DE TV OBTENEZ-VOUS DISTINCTEMENT SUR VOTRE APPAREIL DE TELEVISION ? _____
Ecrivez

AVEZ-VOUS REGARDE LA TV DURANT LA SOIREE D'HIER, LE 20 MAI ? OUI ☐ NON ☐

AVEZ-VOUS REGARDE LE PROGRAMME "DE VILLE EN VILLE" A LA TV HIER SOIR ENTRE 8:30 ET 9:30 P.M. ? OUI ☐ NON ☐

SI VOUS AVEZ REGARDE N'IMPORTE QUELLE PARTIE DE CE PROGRAMME "DE VILLE EN VILLE" VEUILLEZ REMPLIR LA SECTION 2 DE CE QUESTIONNAIRE. RETOURNEZ ENSUITE LE QUESTIONNAIRE AUSSITOT QUE POSSIBLE.

MEME SI VOUS N'AVEZ PAS REGARDE AUCUNE PARTIE DE CE PROGRAMME "DE VILLE EN VILLE", VEUILLEZ NOUS RETOURNER LE QUESTIONNAIRE AUSSITOT QUE POSSIBLE. VOUS AUREZ DROIT A VOS POINTS, MEME SI VOUS N'AVEZ PAS REGARDE LE PROGRAMME, POURVU QUE VOUS RETOURNIEZ LE QUESTIONNAIRE.

MERCI BEAUCOUP

SECTION 2

VEUILLEZ REMPLIR CETTE SECTION SI VOUS AVEZ REGARDE N'IMPORTE QUELLE PARTIE DE: "DE VILLE EN VILLE" A LA TV HIER SOIR.

1. Dans l'ensemble, comment avez-vous aimé ce programme?

Beaucoup aimé	Bien aimé	Pas mal, assez bien	Pas beaucoup aimé	Pas aimé du tout
☐	☐	☐	☐	☐

---

2. Avez-vous plus aimé ce programme que vous n'avez aimé les autres spectacles de Wayne et Shuster déjà vus? Ou moins aimé?

Aimé Beaucoup plus	Aimé Un peu plus	Aimé autant que la plupart des autres	Aimé Un peu moins	Aimé Beaucoup moins
☐	☐	☐	☐	☐

---

3. Avez-vous plus aimé ce programme que vous n'aimez la plupart des programmes à la TV de nos jours? Ou moins aimé?

Aimé Beaucoup plus	Aimé Un peu plus	Aimé autant que la plupart des autres	Aimé Un peu moins	Aimé beaucoup moins
☐	☐	☐	☐	☐

SECTION 2 - (Suite)

4. Voici quelques courtes descriptions des divers épisodes du spectacle. Vous pouvez avoir aimé certaines choses plus que d'autres. Veuillez indiquer comment vous avez aimé chacun des épisodes.

	Beaucoup aimé	Bien aimé	Pas mal, assez bien	Pas beaucoup aimé	Pas aimé du tout
La courte scène d'ouverture avec Wayne & Shuster et les invités dans le couloir de l'hôtel	☐	☐	☐	☐	☐
A. Le numéro d'ouverture avec chansons par les deux hôtesses et les danseurs dans le jardin botanique	☐	☐	☐	☐	☐
B. La scène du Vieux Montreal et les six chansons en français	☐	☐	☐	☐	☐
C. La scène du Vieux Toronto avec Fred Hill chantant d'anciennes chansons anglaises	☐	☐	☐	☐	☐
La saynette dans le métro de Montréal	☐	☐	☐	☐	☐
D. Le numéro de ballet avec décor des grands édifices	☐	☐	☐	☐	☐
E. La saynette dans laquelle Wayne et Shuster, en habits du soir, sont assis à une table et discutent des problèmes du Canada	☐	☐	☐	☐	☐
Wayne & Shuster expliquant comment dans un spectacle bilingue tout doit être fait en double	☐	☐	☐	☐	☐
La scène du guet-apens avec Olivier Guimond	☐	☐	☐	☐	☐
F. La saynette montrant ce qui se produit après une célébration à Montréal - après une célébration à Toronto	☐	☐	☐	☐	☐
Danse dans le Métro	☐	☐	☐	☐	☐
G. La saynette de Wayne & Shuster où Wayne revient à Toronto après avoir suivi un cours de cuisine française	☐	☐	☐	☐	☐
H. Le numéro final de chants, danses et saynettes à travers le pays	☐	☐	☐	☐	☐

5. Remarquez que certaines descriptions mentionnées plus haut, qui sont les principales scènes du spectacle, sont indiquées par des lettres vis-à-vis chacune d'elles...A.B.C. et ainsi de suite. Veuillez indiquer plus bas, en encerclant la lettre appropriée, quelle scène était la meilleure du spectacle et quelle était la plus mauvaise.

La meilleure scène du spectacle était	A	B	C	D	E	F	G	H	) Encerclez seulement une lettre par ligne
La seconde meilleure scène du spectacle était	A	B	C	D	E	F	G	H	)
La plus mauvaise scène du spectacle était	A	B	C	D	E	F	G	H	)

SECTION 2 (Suite)

6. Voici quelques-uns des artistes qui ont participé à ce programme. Comment avez-vous aimé leur jeu dans ce spectacle? (Essayez d'oublier ce que vous pensiez d'eux en d'autres occasions. C'est l'opinion que vous avez eue d'eux dans ce spectacle qui nous intéresse.)

	Beaucoup aimé	Bien aimé	Pas mal, assez bien	Pas beaucoup aimé	Pas aimé du tout	N'a pas vu cet épisode
Les deux hôtesses réunies (Elaine Bédard et Sylvia Murphy)	☐	☐	☐	☐	☐	☐
Sylvia Murphy (l'hôtesse aux cheveux blonds)	☐	☐	☐	☐	☐	☐
Elaine Bédard, (l'autre hôtesse)	☐	☐	☐	☐	☐	☐
Wayne et Shuster	☐	☐	☐	☐	☐	☐
Monique Leyrac (la jeune femme qui chantait en français)	☐	☐	☐	☐	☐	☐
Les danseurs	☐	☐	☐	☐	☐	☐

7. C'était un spectacle bilingue avec quelques artistes du Canada anglais et du Canada français. Croyez-vous que le programme était trop canadien anglais pour votre goût, ou trop canadien français, ou assez bien balancé en anglais et en français?

Trop canadien anglais pour mon goût ☐
Trop canadien français pour mon goût ☐
Assez bien balancé ☐

8. Aimeriez-vous voir plus de programmes de variétés bilingues de cette sorte à la TV, ou si vous préféreriez voir un aussi bon programme de variétés seulement dans une langue, ou si cela ne vous importe pas d'aucune façon, en autant que c'est un bon programme?

J'aimerais voir plus de programmes de variétés bilingues de cette sorte à la TV ☐
Je préférerais voir un aussi bon programme de variétés seulement dans une langue ☐
Cela ne m'importe pas d'aucune façon en autant que c'est un bon programme ☐

9. Y aurait-il quelque chose d'autre dans ce spectacle, à part ce que vous avez déjà mentionné, que vous n'avez pas beaucoup aimé? Quelque chose qui pour vous, a gâté le spectacle, quelque chose au sujet de cette sorte de spectacle que vous n'avez pas aimée, y aurait-il une façon quelconque d'améliorer ce spectacle? Veuillez s'il vous plait nous le transmettre dans vos propres mots.

_____

_____

_____

_____

_____

SECTION 2 (Suite)

10. Le spectacle d'hier soir était le quatrième de cette série de programmes de variétés bilingues "De Ville en Ville". Les autres spectacles ont été télévisés le 17 novembre, le jour de Noel de l'an passé, et plus récemment le 22 mars. Avez-vous eu l'occasion de regarder l'un ou l'autre de ces programmes?

	Oui Je l'ai vu	Non, je ne l'ai pas vu	Je ne me rappelle pas
Spectacle du 17 novembre 1963: Les hôtes étaient Shirley Harmer et Bill Cole de Toronto et Lise Lasalle et Pierre Thériault de Montréal. Il comprenait quelques chanteurs d'opéra, une scène comique inspirée de la parade musicale de la Police Montée	☐	☐	☐
Spectacle de Noel 1963: Olivier Guimond personnifiait le Père Noel. Joyce Sullivan a chanté. Il y eut un ballet d'hiver et la scène finale comprenait des chansons d'Irma la Douce" et de "My Fair Lady".	☐	☐	☐
Spectacle du 22 mars 1964: Shirley Harmer était dans celui-là avec Jacques Normand. Il y eut un numéro de Hockey sans mises-en-échec, exécuté par des danseurs de fantaisie. Il y eut une scène féérique où une petite fille de 5 ans dirigeait un choeur de 32 voix. Nina Deschamps et Glenn Gibson dansèrent.	☐	☐	☐

(REPONDEZ A LA QUESTION SUIVANTE SEULEMENT SI VOUS AVEZ REGARDE AU MOINS L'UN DES TROIS SPECTACLES PRECEDENTS:)

Comment compareriez-vous le dernier spectacle que vous venez de voir avec l'un ou l'autre des spectacles précédents "De Ville en Ville"? Avez-vous aimé ce dernier spectacle plus ou moins que l'autre ou les autres que vous aviez vu/s ?

J'ai plus aimé celui-ci. . . . . ☐

J'ai moins aimé celui-ci . . . . . ☐

Je l'ai aimé autant que les autres . . . . . ☐

Je ne peux pas m'en rappeler assez pour donner mon opinion ☐

MERCI BEAUCOUP DE VOTRE PARTICIPATION. MAINTENANT IL NE VOUS RESTE PLUS QU'A NOUS RETOURNER CE QUESTIONNAIRE LE PLUS TOT POSSIBLE.

EFFECTIVE SAMPLE SIZES ON THE THREE SURVEYS

1. Coincidental Survey

Language Group	Number of Calls	Completed Interviews
8:30-9:00 p.m. EST.		
English	872	598
French	295	216
Total	1167	814
9:00-9:30 p.m. EST.		
English	914	614
French	293	217
Total	1207	831
8:30-9:30 p.m. EST.		
English	1786	1212
French	588	433
Total	2374	1645

2. Recall Survey

Overleaf.

2. Recall Survey

Language Group	Viewers	Non-Viewers	Total
English	327	1102	1429
French	381	219	600
Total	708	1321	2029

3. Audience Reaction Survey

Language Group	Viewers
English	708
French	438
Total	1146

APPENDIX C

CALCULATION OF APPRECIATION INDICES

At several points in the text, reference has been made to an 'Appreciation Index'. This appendix details the method of calculating this index from the distribution of replies to a scale-type question.

The questions from which an Appreciation Index is calculated are of the type, "How much did you enjoy... (a particular program, or part of the program)?" As employed in this instance there are five response categories from which a respondent is required to select one. These categories are, "enjoyed very much", "enjoyed quite a bit", "all right/not bad", "didn't enjoy too much" and "didn't enjoy at all". Where there are a number of items (programs, parts of program, etc.) to be rated, it is useful to have a single, summary measure of the five-fold distribution of the ratings given each item. By this means, direct comparisons can be made between the ratings on different items which would otherwise have to be dealt with by general inspection of the five-fold distribution patterns of responses. The one such measure which has proved particularly useful is obtained by applying weights of 4, 3, 2, 1, and 0 respectively to each of the five catgeories of response noted above. This is not an orthogonal set, but experimentation has shown it to behave as one.

Thus, the arithmetical procedure is to multiply the number of responses in a particular category by the appropriate weight,

accumulate the resulting figures, and divide by the total number of respondents answering the question. This 'mean weight' is then percentaged on the maximum weight in the scale and the result is the Appreciation Index. The minimum value of this Index is therefore zero, the score that, in theory at least, a program would obtain if everyone who saw it didn't enjoy it at all - i.e. rated it at the fifth, zero point, on the scale. The maximum possible Index would be 100 per cent, obtained if everyone who watched a program enjoyed it very much - i.e. rated it at the top of the scale. In practice, of course, all appreciation indices fall somewhere between these extremes.

EXAMPLE

Question: How much did you enjoy the performance of Miss Laraine Fraser in this production?

Distribution of responses:

	Column (a) Number of responses	Column (b) Scale value	Columns (a) x (b)
No information	6	-	-
Enjoyed it very much	148	4	592
Enjoyed it quite a bit	120	3	360
It was all right, not bad	92	2	184
Didn't enjoy it too much	24	1	24
Didn't enjoy it at all	16	0	0
Didn't see this part of program	4	-	-
	410		1160
Less	10		
Number of respondents answering	400		

$$\text{Mean Weight} = \frac{1160}{400} = 2.9$$

$$\text{Appreciation Index} = \left(\frac{2.9}{4} \times 100\right) = 75.$$

DETERMINANTS OF AUDIENCE ENJOYMENT: A SPECIAL ANALYSIS

Objective

The purpose of this special analysis was to determine if, and to what extent, variations in audience enjoyment of this program were significantly related to the viewer's language group, to the region of the country in which he lives, and to the degree of channel choice available to him.

Method

A multiple regression analysis was run on the 1137 respondents who rated their enjoyment of the program. The regressand is the response to the question, "On the whole, how much did you enjoy this program?" The responses were alloted scale values as follows:

Response	Scale value
Enjoyed it very much	4
Enjoyed it quite a bit	3
It was all right/not bad	2
Didn't enjoy it too much	1
Didn't enjoy it at all	0

The regressors were (a) the respondents' answers to the question asking them which stations they could receive clearly, (b) the language

(French or English) in which the respondent chose to complete the questionnaire, and (c) the province in which the respondent lived. These were coded as:

$$\text{Language} \quad \begin{cases} 1 \text{ if French} \\ 0 \text{ if English} \end{cases}$$

$$\text{Region} \quad \begin{cases} 1 \text{ if Eastern Canada} \\ 0 \text{ if Western Canada} \end{cases}$$

$$\text{Choice of Program} \quad \begin{cases} 1 \text{ if choice available} \\ 0 \text{ if no choice available} \end{cases}$$

The origin of the analysis is thus English-speaking viewers in Western Canada with no alternative choice.

Results

The values of the $\hat{\beta}$ coefficients estimated, with their standard errors and t-values are:

Description	Coefficient	Standard Error	t	Significance
Language	.606	.081	7.44	.001
Region	.371	.087	4.28	.001
Choice of program	.209	.069	3.01	.01

The associated analysis of variance yields an F-ratio of 47.16, with 3,1133 degrees of freedom, significant beyond the .001 level.

Conclusions

The three variables - language, region and whether or not a choice of program was available - are all associated with the variation in overall reaction to the program, in this order of importance.

While the primacy of the language factor is hardly unexpected, it is important to note that, in the case of this particular program, the extent of audience enjoyment in English-speaking Canada is apparently more closely related to region (i.e. to the fact of the viewer living in Eastern or Western Canada) than to the availability or non-availability to him of an alternative viewing choice on this occasion.

In most cases that we have examined recently of uni-lingual 'specials' pre-empting regular programming, there has been evidence to suggest that it is the question of whether or not a viewer has an alternative channel choice that is so important in determining the extent to which he enjoys the pre-empting program. On the whole, people who are 'forced' to watch a particular program just because no alternative viewing choice is available to them, tend not to enjoy it as much as those who choose to watch the program rather than some other program available to them. The fact that, here, the regional factor appears to be a stronger determinant of audience enjoyment than the alternative-choice factor is of particular significance. As we have already noted, and as the following set of tables make clear (TABLES 45-71) negative attitudes to the bilingual aspects of this program were more widespread

in Western than in Eastern Canada, and there is a strong implication that it is this that underlies the importance of the regional determinant of audience enjoyment. All of which suggests that, even in such a leisure pursuit as watching light entertainment on television, the way English Canadians feel about bilingualism can acutely affect their enjoyment of what they see.

TABLE 45

"On the whole, how much did you enjoy this program?"

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(277)	(186)	(191)	(143)	(173)
	%	%	%	%	%	%
Enjoyed it very much	32	27	20	17	11	9
Enjoyed it quite a bit	36	38	26	19	22	18
All right/not bad	19	23	30	32	30	26
Didn't enjoy too much	11	10	16	24	27	31
Didn't enjoy at all	2	2	8	8	10	16
TOTAL	100	100	100	100	100	100
Appreciation Index	72	69	59	53	50	43

TABLE 46

"How much did you enjoy the opening number with the two hostesses singing and the dancers in the botanical gardens?"

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(130)	(258)	(139)	(163)	(114)	(131)
	%	%	%	%	%	%
Enjoyed it very much	29	22	16	12	13	8
Enjoyed it quite a bit	33	35	20	26	14	14
All right/not bad	26	28	38	35	36	25
Didn't enjoy too much	10	10	18	17	21	23
Didn't enjoy at all	2	5	8	10	16	30
TOTAL	100	100	100	100	100	100
Appreciation Index	70	65	55	54	47	37

TABLE 47

"How much did you enjoy the old Montreal number with the singer rendering six songs in French?"

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(127)	(254)	(126)	(158)	(103)	(125)
	%	%	%	%	%	%
Enjoyed it very much	49	37	19	11	11	9
Enjoyed it quite a bit	36	36	22	22	17	15
All right/not bad	13	19	28	22	26	19
Didn't enjoy too much	2	7	17	19	19	24
Didn't enjoy at all	-	1	14	26	27	33
TOTAL	100	100	100	100	100	100
Appreciation Index	83	76	54	43	41	36

TABLE 48

The Old Toronto number with Fred Hill singing Old English songs.

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(125)	(245)	(128)	(154)	(111)	(125)
	%	%	%	%	%	%
Enjoyed it very much	25	21	36	26	33	22
Enjoyed it quite a bit	37	23	30	33	34	24
All right/not bad	22	33	22	27	23	31
Didn't enjoy too much	10	18	9	11	7	16
Didn't enjoy at all	6	5	3	3	3	7
TOTAL	100	100	100	100	100	100
Appreciation Index	67	59	72	67	72	60

TABLE 49

"How much did you enjoy the short scene in the Montreal subway?"

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(129)	(252)	(129)	(132)	(107)	(115)
	%	%	%	%	%	%
Enjoyed it very much	34	24	19	16	8	7
Enjoyed it quite a bit	28	33	28	24	28	16
All right/not bad	23	26	27	35	31	25
Didn't enjoy too much	13	12	16	17	20	26
Didn't enjoy at all	2	5	10	8	13	26
TOTAL	100	100	100	100	100	100
Appreciation Index	70	65	58	56	50	38

TABLE 50

"How much did you enjoy the Ballet number on the building site?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(133)	(245)	(139)	(150)	(112)	(128)
	%	%	%	%	%	%
Enjoyed it very much	36	22	24	13	21	9
Enjoyed it quite a bit	23	21	20	23	15	15
All right/not bad	22	29	27	22	22	20
Didn't enjoy too much	13	18	12	24	13	19
Didn't enjoy at all	6	10	17	18	28	37
TOTAL	100	100	100	100	100	100
Appreciation Index	68	56	55	48	47	35

TABLE 51

"How much did you enjoy the sketch in which Wayne and Shuster, wearing formal clothes, are seated at a table discussing the problems of Canada?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(135)	(248)	(136)	(149)	(105)	(124)
	%	%	%	%	%	%
Enjoyed it very much	30	23	29	18	20	14
Enjoyed it quite a bit	24	30	29	24	25	21
All right/not bad	28	24	27	34	21	31
Didn't enjoy too much	13	18	11	14	19	15
Didn't enjoy at all	5	5	4	10	15	19
TOTAL	100	100	100	100	100	100
Appreciation Index	65	62	68	57	54	49

TABLE 52

"How much did you enjoy Wayne and Shuster explaining how, in a bilingual show, everything has to be done twice?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(121)	(243)	(126)	(148)	(96)	(123)
	%	%	%	%	%	%
Enjoyed it very much	19	18	24	15	8	7
Enjoyed it quite a bit	31	30	31	19	33	28
All right/not bad	32	28	21	29	32	30
Didn't enjoy too much	13	18	14	24	18	12
Didn't enjoy at all	5	6	10	13	9	23
TOTAL	100	100	100	100	100	100
Appreciation Index	62	59	61	50	53	46

TABLE 53

"How much did you enjoy the hold-up sketch with Oliver Guimond?"

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(129)	(260)	(115)	(119)	(88)	(109)
	%	%	%	%	%	%
Enjoyed it very much	37	45	17	13	6	6
Enjoyed it quite a bit	27	28	14	20	24	17
All right/not bad	23	16	38	32	35	25
Didn't enjoy too much	11	8	21	18	18	24
Didn't enjoy at all	2	3	10	17	17	28
TOTAL	100	100	100	100	100	100
Appreciation Index	71	76	52	49	46	37

TABLE 54

"How much did you enjoy the sketches showing what happens after attending a party in Montreal - and after attending a party in Toronto?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(123)	(248)	(112)	(117)	(85)	(109)
	%	%	%	%	%	%
Enjoyed it very much	17	20	18	11	9	5
Enjoyed it quite a bit	33	31	22	21	16	16
All right/not bad	32	29	26	39	35	29
Didn't enjoy too much	14	16	21	18	32	23
Didn't enjoy at all	4	4	13	11	8	27
TOTAL	100	100	100	100	100	100
Appreciation Index	61	62	53	51	47	37

TABLE 55

"How much did you enjoy the subway dance?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(130)	(247)	(140)	(128)	(105)	(123)
	%	%	%	%	%	%
Enjoyed it very much	22	19	20	8	12	3
Enjoyed it quite a bit	31	27	21	23	28	14
All right/not bad	30	26	30	33	29	23
Didn't enjoy too much	12	17	20	23	19	23
Didn't enjoy at all	5	11	9	13	12	37
TOTAL	100	100	100	100	100	100
Appreciation Index	64	57	56	47	52	31

TABLE 56

"How much did you enjoy the short opening sketch with Wayne & Shuster and the other guest in the hotel lobby?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(123)	(249)	(121)	(146)	(90)	(110)
	%	%	%	%	%	%
Enjoyed it very much	13	13	19	14	17	12
Enjoyed it quite a bit	46	35	26	25	18	24
All right/not bad	32	36	37	37	41	35
Didn't enjoy too much	7	11	12	18	18	14
Didn't enjoy at all	2	5	6	6	6	15
TOTAL	100	100	100	100	100	100
Appreciation Index	65	60	60	55	55	51

TABLE 57

"How much did you enjoy the Wayne and Shuster sketch in which Wayne returns to Toronto after being trained as a French chef?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(136)	(257)	(158)	(153)	(120)	(156)
	%	%	%	%	%	%
Enjoyed it very much	48	47	54	50	53	28
Enjoyed it quite a bit	29	24	22	28	26	34
All right/not bad	12	17	15	15	12	24
Didn't enjoy too much	5	8	5	5	8	6
Didn't enjoy at all	6	4	4	2	1	8
TOTAL	100	100	100	100	100	100
Appreciation Index	77	76	79	79	80	67

TABLE 58

"How much did you enjoy the closing series of songs, dances and sketches across the country?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All Viewers	(130)	(261)	(143)	(143)	(110)	(143)
	%	%	%	%	%	%
Enjoyed it very much	42	36	21	28	16	15
Enjoyed it quite a bit	30	29	35	29	29	29
All right/not bad	22	23	29	29	28	27
Didn't enjoy too much	4	8	7	10	14	14
Didn't enjoy at all	2	4	8	4	13	15
TOTAL	100	100	100	100	100	100
Appreciation Index	76	71	63	67	55	53

TABLE 59

"How much did you enjoy the hostesses together?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All Viewers	(140)	(263)	(156)	(164)	(129)	(134)
	%	%	%	%	%	%
Enjoyed it very much	34	31	22	19	15	8
Enjoyed it quite a bit	31	36	31	26	19	23
All right /not bad	22	24	29	38	44	32
Didn't enjoy too much	9	6	12	11	11	18
Didn't enjoy at all	4	3	6	6	11	19
TOTAL	100	100	100	100	100	100
Appreciation Index	71	72	63	60	54	46

TABLE 60

"How much did you enjoy Sylvia Murphy?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(136)	(251)	(156)	(161)	(124)	(137)
	%	%	%	%	%	%
Enjoyed it very much	29	32	22	18	13	14
Enjoyed it quite a bit	42	44	28	34	25	23
All right/not bad	23	18	36	30	42	32
Didn't enjoy too much	5	4	10	12	10	17
Didn't enjoy at all	1	2	4	6	10	14
TOTAL	100	100	100	100	100	100
Appreciation Index	73	75	63	62	55	51

TABLE 61

"How much did you enjoy Elaine Bédard?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(135)	(253)	(157)	(156)	(123)	(133)
	%	%	%	%	%	%
Enjoyed it very much	25	29	18	15	12	10
Enjoyed it quite a bit	36	32	30	28	23	24
All right/not bad	17	23	35	39	43	29
Didn't enjoy too much	14	8	12	12	11	14
Didn't enjoy at all	8	8	5	6	11	23
TOTAL	100	100	100	100	100	100
Appreciation Index	64	66	61	58	54	46

TABLE 62

"How much did you enjoy Wayne and Shuster?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(127)	(234)	(171)	(163)	(135)	(153)
	%	%	%	%	%	%
Enjoyed it very much	34	27	38	42	42	29
Enjoyed it quite a bit	34	33	35	28	26	27
All right/not bad	24	25	14	17	19	27
Didn't enjoy too much	5	12	7	7	6	11
Didn't enjoy at all	3	3	6	6	7	6
TOTAL	100	100	100	100	100	100
Appreciation Index	73	67	73	73	73	65

TABLE 63

"How much did you enjoy Monique Leyrac?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(136)	(243)	(134)	(152)	(112)	(135)
	%	%	%	%	%	%
Enjoyed it very much	61	55	21	19	14	10
Enjoyed it quite a bit	29	30	24	21	23	13
All right/not bad	7	13	32	24	24	24
Didn't enjoy too much	1	1	12	19	16	13
Didn't enjoy at all	2	1	11	17	18	30
TOTAL	100	100	100	100	100	100
Appreciation Index	86	84	53	51	51	40

TABLE 64

"How much did you enjoy the dancers?"

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(136)	(249)	(156)	(160)	(125)	(139)
	%	%	%	%	%	%
Enjoyed it very much	30	20	24	18	18	10
Enjoyed it quite a bit	35	34	26	19	22	17
All right/not bad	24	28	28	34	29	22
Didn't enjoy too much	9	10	14	17	18	21
Didn't enjoy at all	2	8	8	12	13	30
TOTAL	100	100	100	100	100	100
Appreciation Index	70	62	61	53	53	39

TABLE 65

"Did you enjoy this program more than you have enjoyed most other Wayne and Shuster shows that you have seen? Or less?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(230)	(136)	(194)	(144)	(177)
	%	%	%	%	%	%
Enjoyed this show;						
Much more	16	16	4	8	4	1
More	21	12	15	8	9	11
About as much	39	46	43	40	31	29
Less	6	10	24	23	35	31
Much less	3	5	11	19	19	25
No information	15	11	3	2	2	3
TOTAL	100	100	100	100	100	100

TABLE 66

"Did you enjoy this program more than you enjoy most programs you see on TV these days? Or less?"

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(230)	(186)	(194)	(144)	(177)
	%	%	%	%	%	%
Enjoyed this show;						
Much more	14	6	6	4	4	*
More	20	14	13	9	8	6
About as much	47	54	38	31	29	27
Less	13	19	28	37	33	29
Much less	6	7	12	18	24	35
No information	-	-	3	1	-	3
TOTAL	100	100	100	100	100	100

* Less than 0.5 per cent

TABLE 67

You'll notice that some of these items listed above, the main items in the show, have letters marked beside them - A, B, C, and so on. Please indicate below, by circling the proper letter, which in your view was the best item of the show.

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(230)	(186)	(194)	(144)	(177)
	%	%	%	%	%	%
Botanical gardens	11	13	8	9	10	5
Old Montreal	21	19	4	4	4	3
Old Toronto	3	2	12	17	23	20
Building - Ballet	12	6	5	7	7	3
Wayne & Shuster - problems	10	20	7	6	3	7
Montreal/Toronto parties	3	2	4	1	2	2
Wayne & Shuster French chef	31	25	41	37	33	39
Closing number	4	4	5	7	1	4
No information	5	9	14	12	12	17
TOTAL	100	100	100	100	100	100

TABEL 63

You'll notice that some of these items listed above, the main items in the show, have letters marked beside them - A, B, C, and so on. Please indicate below, by circling the proper letter, which in your view was the next best item of the show.

	FRENCH		ENGLISH			
			EAST		WEST	
	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(230)	(186)	(194)	(144)	(177)
	%	%	%	%	%	%
Botanical gardens	9	6	4	7	9	3
Old Montreal	13	14	7	7	6	3
Old Toronto	16	7	12	15	8	10
Building - Ballet	7	8	14	5	15	5
Wayne & Shuster - problems	15	16	11	18	13	14
Montreal/Toronto parties	7	9	11	5	4	7
Wayne & Shuster - French chef	15	17	13	13	19	15
Closing number	3	3	11	7	11	13
No information	10	15	17	13	15	20
TOTAL	100	100	100	100	100	100

TABLE 69

You'll notice that some of these items listed above, the main items in the show, have letters marked beside them - A, B, C, and so on. Please indicate below, by circling the proper letter, which in your view was the poorest item of the show.

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE: All viewers	(146)	(280)	(186)	(194)	(144)	(177)
	%	%	%	%	%	%
Botanical gardens	8	5	8	6	11	9
Old Montreal	-	2	7	19	8	20
Old Toronto	8	12	5	3	4	4
Building - Ballet	16	14	16	19	16	18
Wayne & Shuster - problems	15	17	10	8	18	11
Montreal/Toronto parties	16	15	12	12	8	10
Wayne & Shuster French chef	6	5	2	4	1	2
Closing number	4	6	12	3	10	3
No information	27	24	28	26	24	23

TABLE 70

"This was a bilingual show with some of the performers from English Canada and some from French Canada. Do you feel that the program was too heavily English Canadian for your taste, or too heavily French Canadian, or fairly well balanced between English and French?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(280)	(186)	(194)	(144)	(177)
	%	%	%	%	%	%
Too heavily English Canadian	14	23	-	1	-	1
Too heavily French Canadian	1	1	20	31	46	50
Fairly well balanced	79	70	72	61	47	41
No information	6	6	8	7	7	8
TOTAL	100	100	100	100	100	100

TABLE 70

"This was a bilingual show with some of the performers from English Canada and some from French Canada. Do you feel that the program was too heavily English Canadian for your taste, or too heavily French Canadian, or fairly well balanced between English and French?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(280)	(186)	(194)	(144)	(177)
	%	%	%	%	%	%
Too heavily English Canadian	14	23	-	1	-	1
Too heavily French Canadian	1	1	20	31	46	50
Fairly well balanced	79	70	72	61	47	41
No information	6	6	8	7	7	8
TOTAL	100	100	100	100	100	100

TABLE 70

"This was a bilingual show with some of the performers from English Canada and some from French Canada. Do you feel that the program was too heavily English Canadian for your taste, or too heavily French Canadian, or fairly well balanced between English and French?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(230)	(136)	(194)	(144)	(177)
	%	%	%	%	%	%
Too heavily English Canadian	14	23	-	1	-	1
Too heavily French Canadian	1	1	20	31	46	50
Fairly well balanced	79	70	72	61	47	41
No information	6	6	8	7	7	8
TOTAL	100	100	100	100	100	100

TABLE 71

"Would you like to see more bilingual variety programs of this kind on TV, or would you prefer to see an equally good variety program in one language only, or do you not care one way or the other so long as it's a good program?"

	FRENCH		ENGLISH			
	CHOICE	NO-CHOICE	EAST		WEST	
			CHOICE	NO-CHOICE	CHOICE	NO-CHOICE
BASE - All viewers	(146)	(230)	(136)	(194)	(144)	(177)
	%	%	%	%	%	%
More bilingual variety programs of this kind	40	26	23	19	16	7
Equally good variety program in one language	22	29	44	52	56	61
Do not care as long as it is a good program	34	38	29	27	25	27
No information	4	7	4	2	3	5
TOTAL	100	100	100	100	100	100